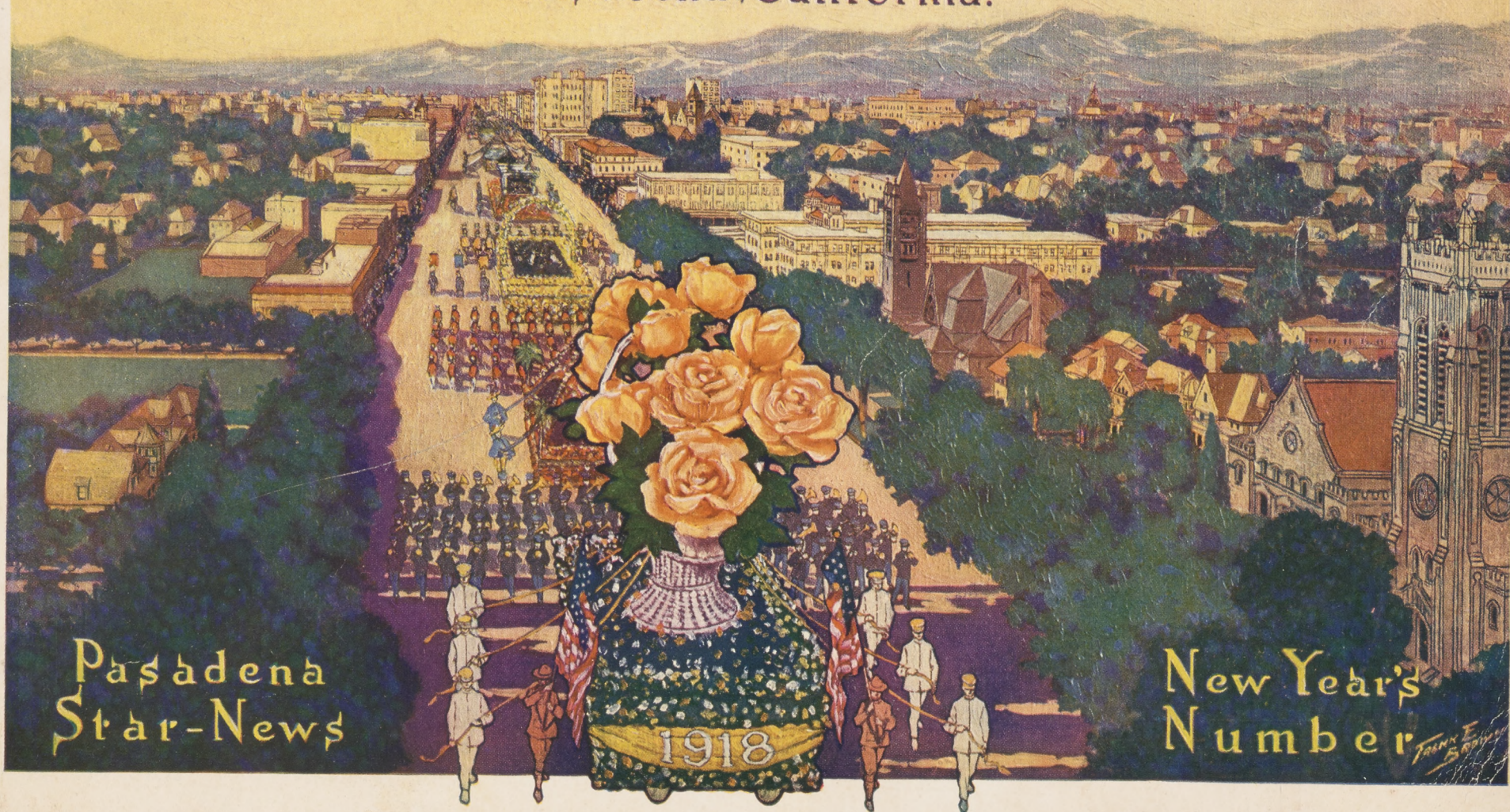


Tournament of Roses

Pasadena, California.



Pasadena
Star-News

New Year's
Number

FRANK E. BROWN



THE Home, the Church and the School are the bulwarks of Pasadena's high standards of citizenship. It has no saloons, and offers many exceptional attractions as a residence city. Near the beautiful Sierra Madre mountains, it has the advantages of mountain scenery, mountain water, refreshing breezes and recreational opportunity. Situated in the far-famed San Gabriel valley it is within easy reach of Los Angeles. Pasadena is noted for its modest and beautiful bungalow homes as well as for its magnificent residences. Living expenses here are not higher than elsewhere in this section of the country.

The present population is estimated between 45,000 and 50,000. The city owns about \$4,000,000 worth of property, including a library containing more than 60,000 volumes, with three distributing branches; five parks which furnish athletic fields, tennis courts, an open air plunge, picnic grounds, and other recreational facilities. The city covers about fourteen square miles, and is from 800 to 1200 feet above sea level.

Pasadena is noted for its clean and well kept streets; its miles of trees in parkings, and the general cleanliness and safety provided for its citizens. Pasadena is linked up with Southern California's great boulevard system, affording the finest motoring in the world. The great Colorado street bridge over the Arroyo Seco, within the city, is notable in size, design and pictur-



esque setting, and forms an important link in the network of highways.

Pasadena has more than fifty churches; a number of theatres, clubs and hotels; a fine Y. M. C. A. and Y. W. C. A., a splendid group of high school buildings, Throop College of Technology, and other institutions of learning.

Pasadena's light and water plants are municipally owned. Electric light rates are five cents per kilowatt hour for domestic lighting.

Total cost of the light plant and system to the people has been \$490,915.99; invoiced valuation, July 1, 1917, \$925,041.35. Less depreciation, present valuation is \$685,681.53. Number of customers Nov. 1, 1917, 9,858. At the low rates charged the net profit during the year was \$52,060.04.

The present valuation of the water plant is \$1,350,754.05. The domestic water rate is 60 cents minimum for 300 feet; 10 cents per hundred to 1,000 feet, and 8 cents above that amount. Miles of street mains, 204½.

The city is governed by a commission of five members, who apportion the various activities of the city, and administer its affairs as a unit. It has been under this form of government for more than four years, and has experienced a most successful administration—much money has been expended for permanent improvements, tax values have been reduced, and the tax levy has been lowered from \$1.00 per \$100 valuation to 89.7 for the current year—1916-17—few cities can show a more successful government.

Further information may be obtained from the Pasadena City Commission or from the Board of Trade.



PATRIOTISM MARKS PASADENA'S TWENTY-NINTH ANNUAL FLORAL PAGEANT

Above, Left to Right: Pasadena Merchants, "The Pomp of Victory Is Peace;" San Bernardino Portrays Eighth Annual Orange Show; Eagle Rock Displays Flag and Floral Eagle; Anaheim Crowns Its Float with a Flag of Flowers; Other Floats in Great Parade Follow the Patriotic Motif of Decorations for the Day

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TOURNAMENT OF ROSES NUMBER PASADENA STAR-NEWS

C. H. PRISK, Editor and Manager
J. H. PRYOR, Associate
LON F. CHAPIN, Editors and Managers

PASADENA, CALIFORNIA, JANUARY 1, 1918

By Carrier or Mail
40 Cents a Month

Vast Tournament Throngs Break All Former Records



THE 1918 Tournament of Roses came in Pasadena beneath skies fairer than the many in the long history of this famous mid-winter festival of the southland. It was enjoyed by crowds estimated by Tournament officials

to have been 50,000 greater than in any previous year. It was stated that 250,000 persons attended.

The California sunshine glowed warmly. It was a perfect example of a mid-winter summer's day in Pasadena. It seemed incredible to those who enjoyed this summer's holiday on the first of January that in the east it is freezing cold.

President B. O. Kendall and other officers of the 1918 Tournament as well as Pasadenans and Californians generally were gratified by its success.

Roses there were by the many thousands, and myriads other flowers and greens besides. Through leafy streets and past the green lawns of Pasadena's homes, the parade bore its fresh blooms and summery young men and women to Tournament park, where the prizes were awarded and where, in the afternoon, there was staged the football struggle between Army and Navy, to aid the Red Cross.

this Tournament. The Stars and Stripes were more than ever plentiful in the parade; the symbolism of the floats proclaimed the coming victory of the United States and the Allies, and so did the spirit of the people who witnessed it. The thousands at the football game sang "The Star Spangled Banner," led by the Goddess of

Liberty, in a great, swelling chorus.

Lewis H. Turner was chairman of the parade committee of the Tournament this year. Dr. Z. T. Malaby was grand marshal.

Judge J. Perry Wood was chief aide to the grand marshal and the division marshals were: Major E. H. Mulligan, military division; Robbins Little, first

division; Dr. A. B. Allen, second division; Henry Thayer, third division; Roberts Carder, fourth division; Justin Barker, fifth division; M. S. Pashgian, sixth division.

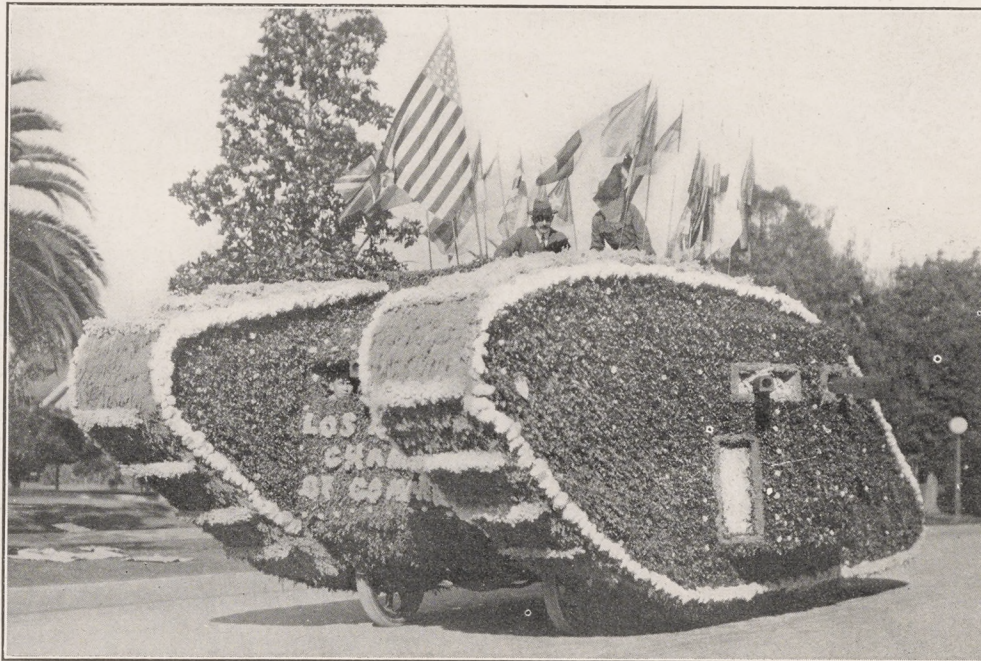
A bugler of the American artillery, mounted, heralded the coming of the parade. Then came aides of the grand marshal, Chief of Police McIntyre and the Pasadena Elks' band.

Music was frequent and stirring throughout the length of the parade. Besides the Elks, the bands in line were Southern Pacific, Long Beach, Germond's Military and Concert Band of Pasadena, Venice-Santa Monica, Pacific Electric, U. S. Navy, Horn's Military, Los Angeles Elks, Redondo, Pasadena high school, Claremont and the Whittier State school bands, and Watson's Scottish bagpipers.

President Kendall rode a gray horse preceding the directors. With him, also mounted, were former Presidents J. B. Coulston and R. D. Davis.

Aides to Chief Marshal Malaby were J. Perry Wood, chief aide, John B. Miller, John Leggatt, Robert Pitcher, Dr. F. F. Rowland, Dr. LeMoyn Wills and Robert Neustadt, Lt. A. W. Smith.

DIRECTORS—Two autos covered with pink and yellow roses carried the directors of the Tournament. Officers and directors of the Tournament are: B. O. Kendall, president; J. J. Mitchell, vice-president; J. W. Wood, treasurer; R. C. Bartow, secretary; E. T. Off, H. M. Cole, Grant Orth, A. T.



Patriotism was the keynote of British Tank in Flowers With Equipment Los Angeles Chamber of Commerce Entry

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

President B. O. Kendall and Past President R. D. Davis Appear on Horseback



Welles, A. R. Braley, L. H. Turner, Henry Newby, W. H. Vedder, D. M. Linnard, D. W. Herlihy, W. F. Celler, A. H. Bennett, H. G. Cattell, Edwin F. Hahn, A. L. Hamilton, W. L. Leishman, W. S. Kienholz, M. H. Salisbury, Walter Raymond, George H. Frost, George A. Damon, David Blankenhorn.

PASADENA ELKS—Lodge No. 672 drill team, uniformed in white, marched, carrying an immense American flag.

PASADENA RED CROSS—A car done in dusty miller and emblazoned with the Red Cross, in carnations, was one entry of the Pasadena Red Cross chapter. Occupants were Mr. and Mrs. R. R. Blacker of Pasadena and Mrs. Edwards of the Los Angeles chapter.

PASADENA RED CROSS, MARCHING DIVISION—Headed by William H. Vedder, president of the Pasadena chapter, whole companies of Pasadena Red Cross women workers in uniforms were in line. The contingent included nurses and workers in all

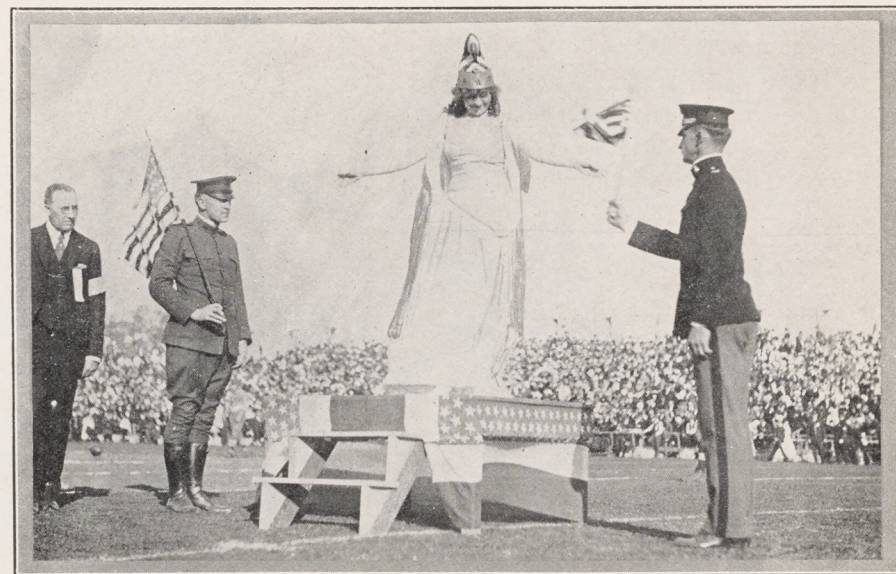
departments of the Red Cross, headed by Miss Wrigley and Miss Anderson. A great banner identified the contingent, which included the Eagle Rock and La Crescenta Red Cross.

LOS ANGELES RED CROSS SHOP—In a gray car rode the following gray uniformed girls: Dorothy Day, Dorothy Davidson, Jocelyn Loftus, Mary Chapman, Ruth Wing, Janet Prendergast.

LOS ANGELES RED CROSS, SALVAGE WORK—This entry was featured by a trimmed Christmas tree, surrounded by typical articles salvaged for its work by the Red Cross. Mrs. Clara Mosher drove, accompanied by James Mosher and Mrs. Ina Fiske.

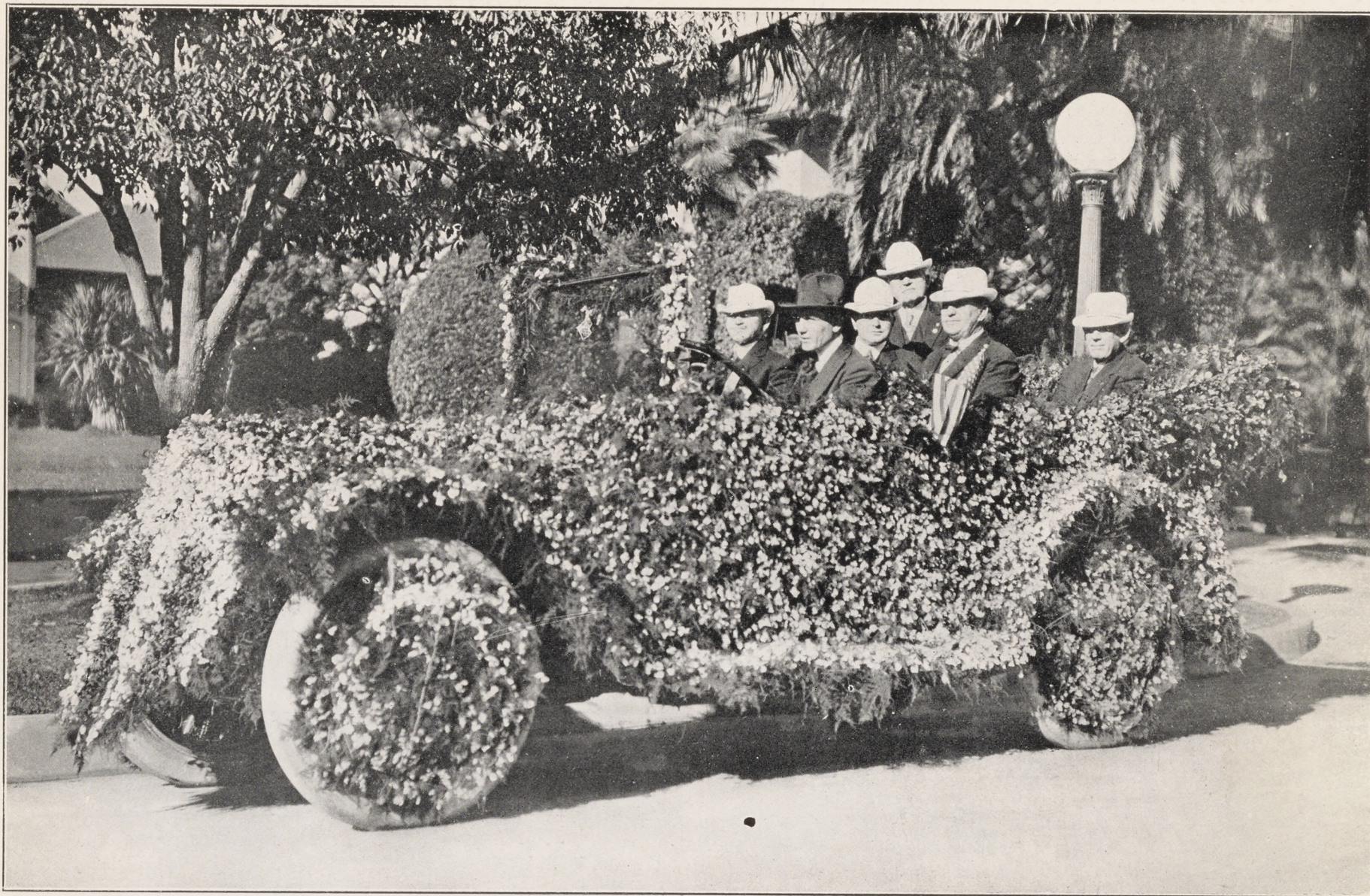
LOS ANGELES RED CROSS, NAVAL AUXILIARY—An auto covered with smilax and red carnations, in which rode Mrs. George J. Denis, attended by two sailors and followed by an escort of fifty sailors.

ARMY AND NAVY LEAGUE—Heading the league's display were lads



Patriotism Is Dominant Motif Worked Out in Beautiful Entry from Eagle Rock

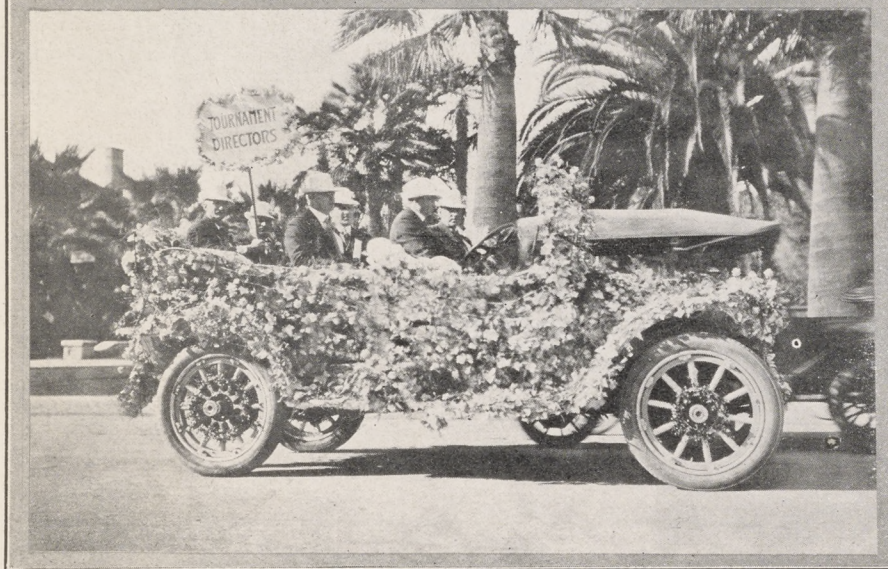
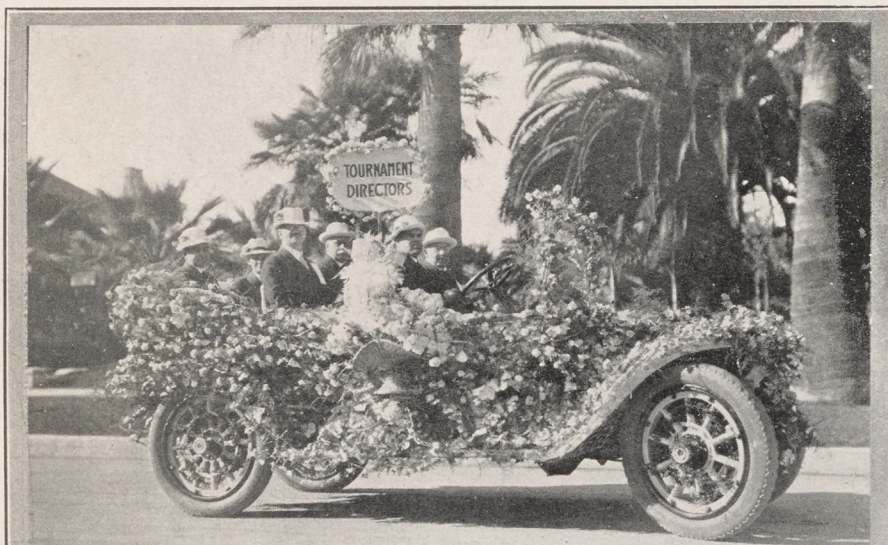
Goddess of Liberty Is Honored by Officers of the Army and Marine Corps



Members of Pasadena's City Commission Display Their Active Interest in the Tournament of Roses Not Only by Co-operating But by Riding Themselves in Flower-decked Automobile. Commissioners A. L. Hamilton, T. D. Allin, M. H. Salisbury, W. F. Creller and Harley Newell, All Members of the Commission, Ride

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

Tournament Directors Ride in Decorated Automobile at Head of Parade Line



Applause Is Given by Crowds to Men Who Made Year's Tournament Success

from military school bearing aloft the name of the organization, a soldier and a sailor and little girls garbed as knitting bags, carrying garlands of flowers.

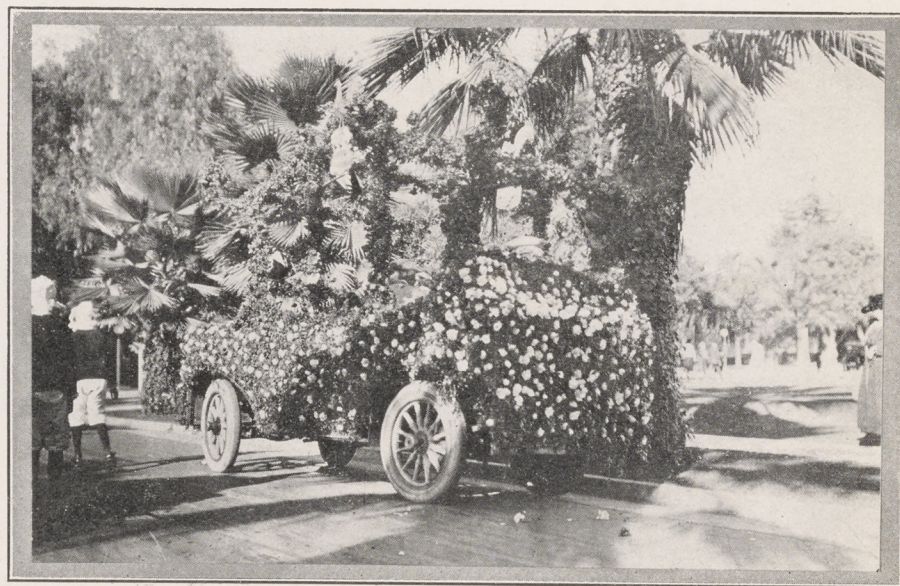
ARMY AND NAVY LEAGUE — Mothers sat knitting for American soldiers and sailors in a tea house set up on a float of greenery entered by Altadena women of the Army and Navy league, squads J-33 and J-34. Knitters were Mrs. Stephen Seller, Mrs. Robert Pope, Mrs. William Davis, Mrs. R. Snell, Mrs. T. B. McIntyre, Mrs. William Ruth, Mrs. William Kald, Miss Esther Ruth.

GLENDALE—Glendale's entry featured the Red Cross, an immense red cross in carnations surmounting the float. Margaret Lusby represented the Red Cross spirit, assisted in the tableaux by George Cate, Bernie Martin and Fred Gray. Attending the float were these pretty Glendale high school girls in Red Cross regalia: Esther Black, Eva Green, Margaret Crawford, Cecelia Lyon, Josephine Laughlin, El-

lene Crist, Dorothy Pfeiffer, Carol Foss, Iris Bannock, Lora Peet, Lila Shea, Frances Peckham, Flossie Lea, Opal Lea, Irene McLaren, Myrtle Painter, Lois Painter, Miss Ward, Aileen Freeman, Dorothy Tuft, Margaret Armstrong, Anna Armstrong, Bernice Waltz, Gladys Waltz, Miss Birchfield, Jennie Allen, Daphne Burlingham, Jessie Pippis, Geneva Lang, Franc Kinch, Gladys Mason, Miss Lorbeer and Miss Matley.

SIERRA MADRE RED CROSS—A structure of greenery bore a pergola of ferns and poinsettias in which was suspended a large Red Cross in poinsettias. Riding as Red Cross nurses were Mrs. A. T. Gay, Miss Binford, Mrs. Mary D. Goodfellow, Mrs. J. B. Mackerras, Jean Woodward, Mattie Seeley, Dorothy Camp, Avis Preston.

MONROVIA JUNIOR RED CROSS—A girl Columbia surrounded by a group of youngsters as her many subjects rode on this float of smilax and carnations.



Blackstone Hotel Has Beautiful Automobile Topped by Its Famous Cock

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

FRENCH WAR RELIEF—Miss Marjorie Dyrenforth, vice-chairman of the "Fatherless Children of France," rode ahead on her horse, Domino. She wore the French colors. A genuine French pony cart, led by an old French peasant in a smock, followed. Rosemary Bevan-Cooper and two children impersonated a fatherless French family. Behind, in an auto decorated with stars and stripes and tri-color, rode Mrs. J. B. Seager, Alice and Stella Seager, Isabelle Tabor, Mrs. Agnes Vanderslut, Bessie Dobbins, in French costume.

SOLDIERS' HOME—In the gala auto of the national Soldiers' Home, Sawtelle, rode the home general staff, as follows: Governor H. H. Markham, local manager; General P. H. Barry, governor; Major George T. Baggatt, treasurer; Major H. P. Delaney, surgeon; Captain M. S. Murray, quartermaster; Captain J. Miller, commissary, and Captain F. T. Hague, adjutant.

LOS ANGELES ELKS—The drill

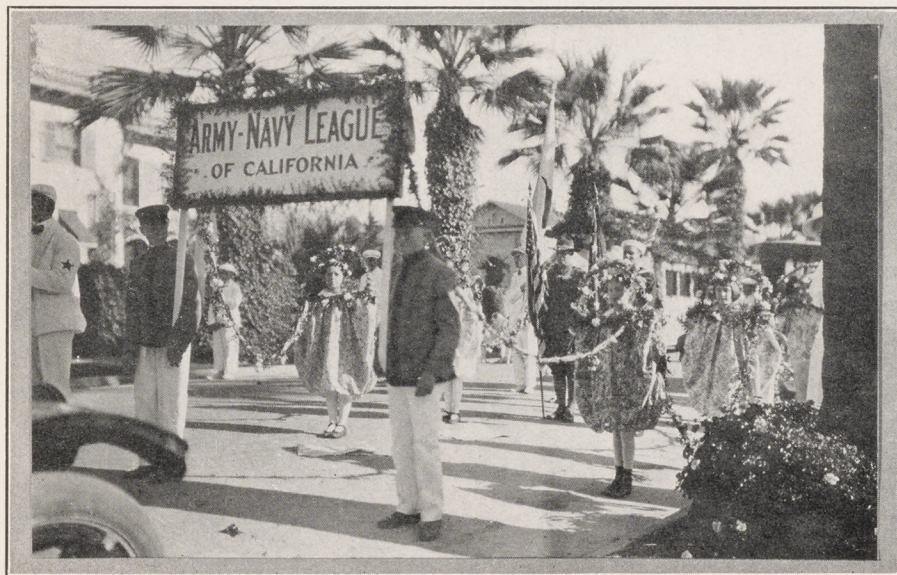
team of lodge No. 99, in smart white uniforms and busbies, marched with the No. 99 band.

PASADENA BATTALION, STATE HOME GUARDS—Major E. H. Mulligan, commanding battalion and military division. Fortieth company, Captain H. A. Murphy, commanding; Forty-first company, Captain W. R. Jackson commanding; Forty-second company, Captain C. H. Hunt commanding; Forty-third company, Captain H. J. Tilden commanding.

COUNTY HOME GUARDS—Sheriff Cline commanding. Pomona, Captain W. E. Stevens commanding; Glendora, Lieutenant W. E. King, commanding; San Dimas, Captain F. E. Billheimer commanding; La Verne, Captain H. S. Kuns commanding; Arroyo Seco, Captain J. C. Alasser commanding; Garvanza, Captain F. Heath commanding; South Pasadena, Captain H. C. Parker commanding.

PASADENA BOY SCOUTS—Clad

Basket Effect of Golden Lattice Characterizes Entry of Hotel Green

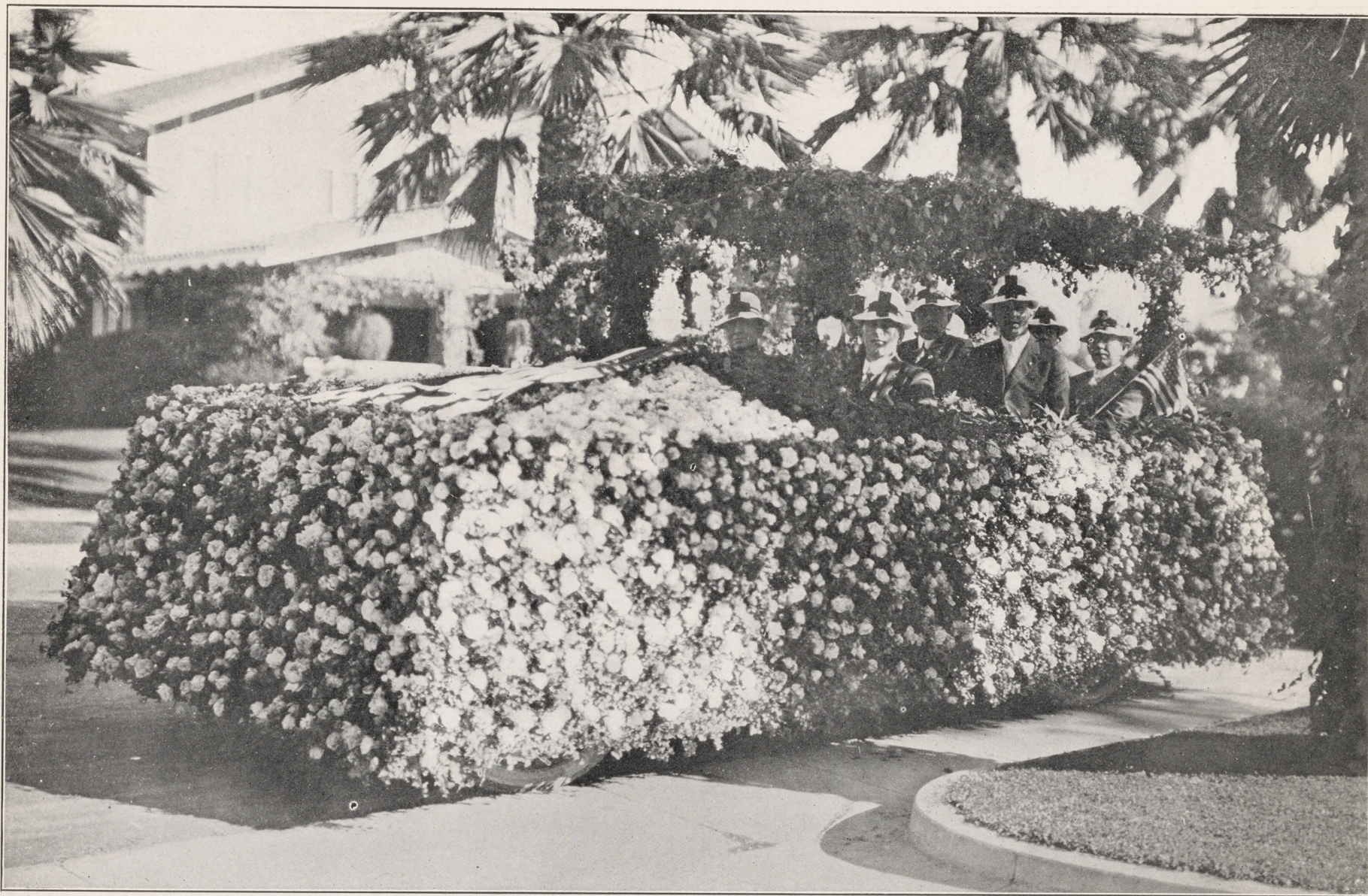


Army and Navy League Has Little Uniformed Marchers to Precede Its Entry

Floral Life Boat Drawn by Tiny Prize Ponies Is From Busch Estate



"Liberty Upholding the World" Is the Central Thought of the Beautiful Symbolical Float Entered by South Pasadena With Liberty Supporting a Globe of Flowers and Her Attendants Impersonating the Allies in Characteristic Costumes, and the American Army and Navy Represented by Little Boys in Uniform



Knights of Columbus, Who Have Been Active in War Work Under Auspices of Their Order, Enter Flower-Covered Automobile Which Carries Out the Patriotic Theme With Its Color and Lavish Use of the National and Red Cross Emblems and the Red Crosses Worn on Their White Hats by the Men Riding in the Entry

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

Fairy Boat With Her Dainty Crew Sails in Parade for John Muir School



Colors of Jefferson School Are Displayed in Most Artistic Float by Students

in khaki, the boys presented a smart and manly appearance.

WASHINGTON SCHOOL—Betsy Ross making the first American flag was the feature of the historic tableaux of the Washington school children. Sadie Beers was Betsy Ross. Clarence Thompson was Washington. National colors were suggested in floral decorations. Boys in the uniforms of Washington's army, accompanying the float, were Frank Reineman, Frank Winterburn, William Beach, Ernest Pfadenhauser, Lewis Reeder, Ray Reed, Walter Wagner, Donald Banbury, Mulford Cole, William Bowman, and escort of little girls.

JEFFERSON SCHOOL—School colors of red and white were effectively shown in dusty miller and poinsettias on this pretty entry. Riding were A. B. Benedict and little son, Walter, Eleanor Rowley, Gertrude Price, Mildred Bostwick, Dorothy Orr, Lois Messler, Betty Albright.

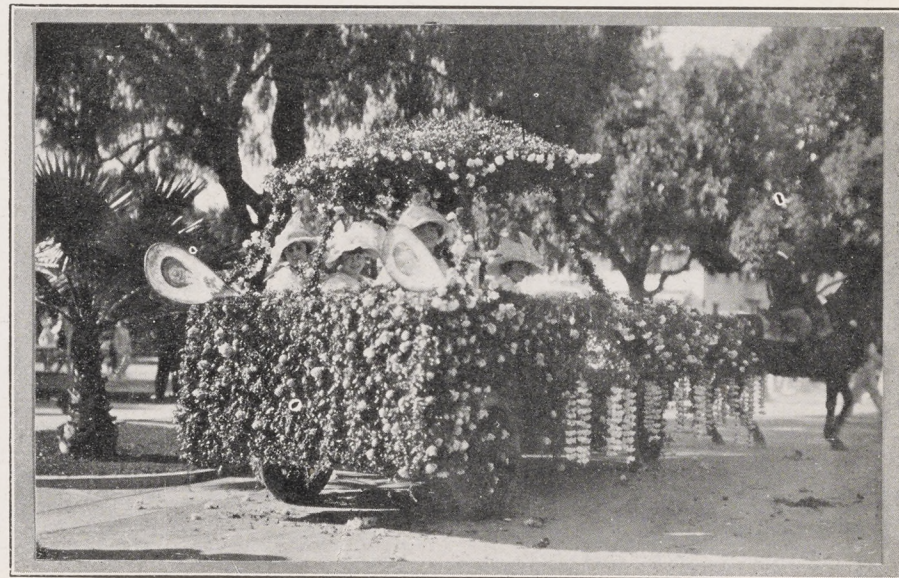
JOHN MUIR SCHOOL—A fairy-

like boat on wheels, with hull and spars of violets, bougainvillea and smilax, was the dominant feature of the Muir representation, which, including an escort of boys and girls of the school, gaily garbed. Riding in the boat, were these girls, wearing star-shaped helmets: Marian Parks, Ruth Seely, Dorothy Ball, Louise Davis, Evangeline Ebenreiter.

ALTADENA SCHOOL—Bougainvillea and acacia, with trimmings of pampas plumes and white roses, made this float attractive. Students riding were Anna Jones, as Miss Democracy, Jewell Hollinger, Ethel Arnold, Helen Pfusch, Will Shilling, Robert Vallette, Earl Huggins.

GRANT SCHOOL.—Seven Grant school girls in a pink ivy and green float. The girls: Maxine Rodgers, Anabel Makepeace, Ruth Bowers, Carolyn Nelson, Margaret Small, Alma Becker, Imo Beasley.

LAMANDA PARK SCHOOL—This float suggested a bit of park,



Fairy-like Wings of Delicate Pink Flutter from Willys Automobile in Parade

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

with genuine flowers and a real oak tree. Students, in green and orange costume, rode as follows: Erma Willis, Marguerite Faulkner, Clement Coombs, Ruth Black, Mary Orr, Beatrice Palmer, Mary Peterman, Pauline Wallace, Eva Broderick, Ruby Ridgway, Ralph Ritchie, Arthur Evans, Herbert Disbrow, Julius Semprez, Arthur Mulford, Harold Jordan, Albert Nelson, Herbert Kelly.

PASADENA HIGH SCHOOL—Headed by the Pasadena high school band, directed by Professor Parker, 500 boys and 300 girls of the school marched in solid platoons. This was an innovation as the high school usually has a float. The boys wore dark trousers and white shirts with red ties—red and white being the school colors. The girls all dressed in white, the first section with red scarfs, the second with white scarfs and the third with blue scarfs. They made a fine appearance and marched with military precision.

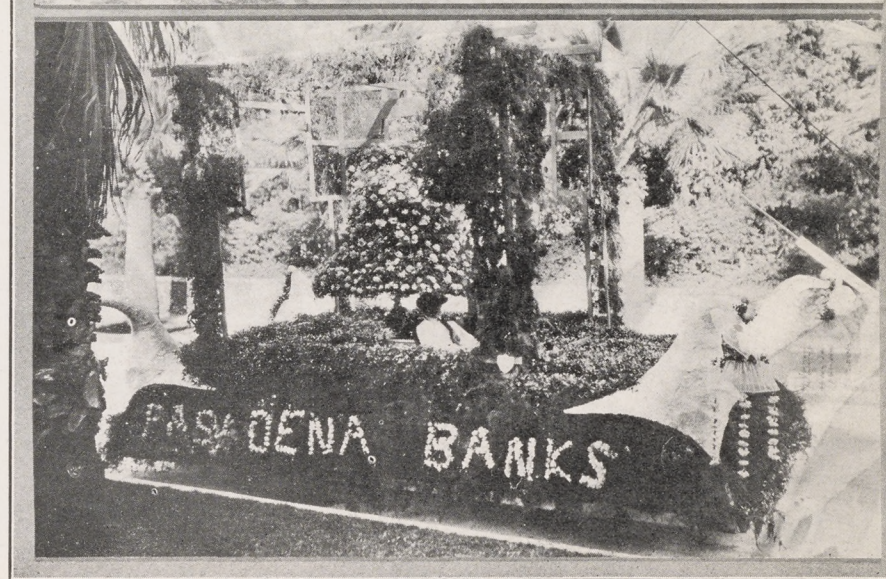
COUNTY SUPERVISORS—In an auto draped with geraniums, poinsettias and mistletoe rode Supervisors John J. Hamilton, chairman; Jonathan S. Dodge, R. F. McClelland, E. J. Delorey, F. E. Woodley.

CITY COMMISSION—National colors woven in red, white and blue sweet peas marked the decorated auto in which rode Commissioners A. L. Hamilton, T. D. Allin, M. H. Salisbury, William F. Creller and Harley F. Newell.

HOTEL RAYMOND—Snow-white horses drew a sleigh decked with desert holly, red holly and carnations. Fur-clad occupants of this reminder of eastern winter were Ellen Hanchett, Zaruh Stratton, Catherine Cohn, Virginia Platt, Melda Platt, Gertrude Henniman, Frances Baker. They threw floral snowballs. Boys in winter costumes skated alongside.

BLACKSTONE HOTEL—A Louis XVI coach, done in smilax and 4000 red and white roses, emblazoned with the hotel coat of arms, was the entry

Automobile Dealers Have Artistic Creation Worked Out in Yellow Blossoms

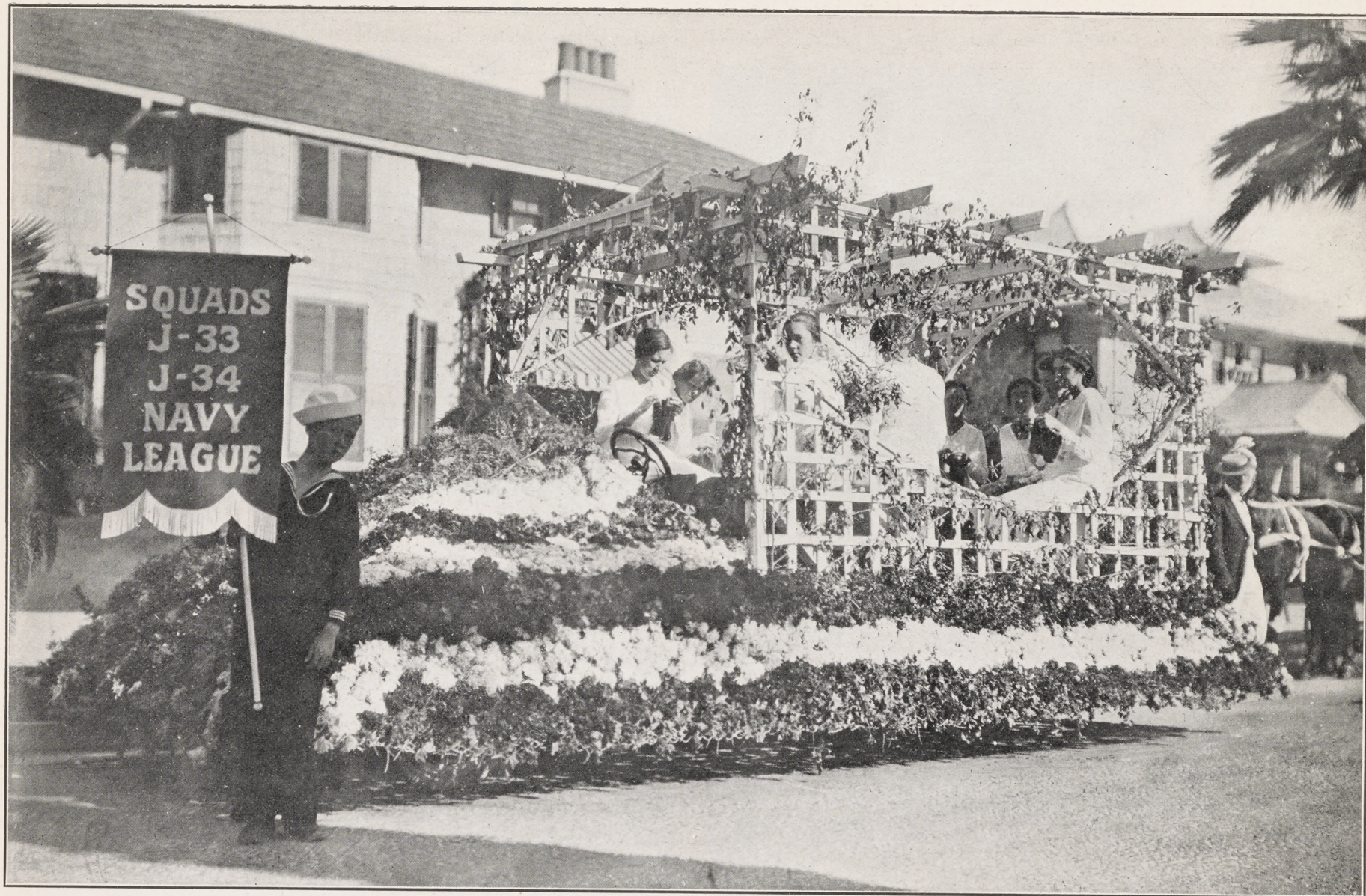


Long Beach Entry Covered with Smilax and Festooned with Many Flowers

Floral Liberty Bell Is Striking Feature of the Entry from Pasadena Banks



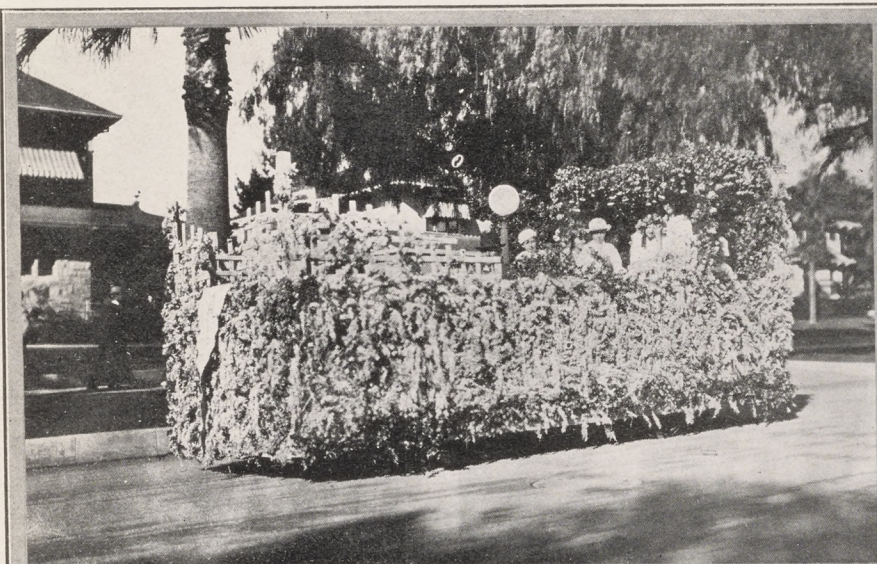
Gathering the Flowers From Their Own Gardens, the Pasadena Park Board Is Represented by a Unique and Beautiful Entry that Portrays the Pleasures of Outdoor Enjoyment to Be Had in the Wonderful Parks of Pasadena Equally in Winter as in the Months of Summer for All Who Seek Their Manifold Joys



Knitting Needles, Fly, Doing Real War Work for the Soldiers and Sailors, on This Unique Float Entered by Members of Knitting Squads Who Are Working Under the Direction of the Army and Navy League of California as Represented in Pasadena by a Large and Flourishing Organization of Patriotic Women

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

Democracy Is Theme of Beautiful Float Entered by the Altadena School



Lamanda Park Enters Float That Represents Section of the Park in Flowers

of this Chicago hostelry. In the coach, costumed in the period, were Mrs. Ralph Hoard, Mrs. Edgar Nichols, Mrs. Harold Kinney. There were four footmen.

HOTEL MARYLAND—Upon a superstructure of green smilax with the name of the famous hotel in pink roses—green and pink being the Maryland colors—was represented a bit of the Maryland pergola, with climbing vines and pink roses. In the pergola rode Rosamond Joyselle, Betty Finckle, Emily Squier, Mrs. Helen Hartsy.

HOTEL HUNTINGTON—This equipage, lettered in white carnations upon a green smilax background with "The Huntington," was carried out in a beautiful scroll effect, the scrolls glorious with red poinsettias. Riding in the entry of the great Oak Knoll hostelry were Marie Rohrbacker, Louis Miller, Lieutenant Bernard Law.

HOTEL GREEN—This famous hotel's float presented a golden lattice canopy, trailing vines, other greenery

and wide panels of deep yellow chrysanthemums. Buds in this floral basket were Margaret Jamieson, Katherine Orban, Helen Lockwood, Beatrice Morse.

FAIRMONT HOTEL—A float of pink chrysanthemums and lavender ribbons entwined cornucopias. This San Francisco hotel's name was printed in white chrysanthemums on smilax. Riding were Sally Miley, Anna L. Winslow, Ysobel Kirk, Margaret Merrifield.

LOS ANGELES CHAMBER OF COMMERCE—A huge British "tank," the hero of Cambrai and other battles, made of green smilax and white chrysanthemums, with guns poking from the turrets, was one of the distinctive floral and wartime features. Directors, wearing steel helmets and carrying pennants of Allied flags, rode atop the war engine as follows: W. L. Moreland, R. W. Pridham, H. W. Louis, R. N. Bulla, Joseph Scott, E. B. Rivers, W. D. Longyear, Robert Wankowski, S. L.



American Nursing Service Has Splendid Representation of Nurses in Uniform

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

Weaver, F. J. Story, A. J. Copp, C. W. Thompson, Frank Wiggins, A. W. Kinney, C. E. McStay, A. S. Dudley.

LONG BEACH—With a great American eagle perched on the prow, the float of the Long Beach Chamber of Commerce was beautiful in smilax and red carnations. Streamers flowed from the eagle to a floral canopy at the back, under which sat these personable Long Beach girls: Florence Messelheiser, Mary Northmore, Jeane Howard, Marguerite Howard.

SAN BERNARDINO—A heroic figure, the Goddess of Liberty, crowned this float entered from San Bernardino and calling attention to the annual orange show, February 20-28. Orange shades and red, white and blue. Riding were six of San Bernardino's prettiest girls: Estelle Starkey, Lois Young, Elizabeth Kneeder, Helen Reeves, Vera Brennan, Marion Cook.

ANAHEIM—A floral ship of smilax and pink carnations with a floral flag

at the masthead represented Anaheim. Riding were J. Wagner and family.

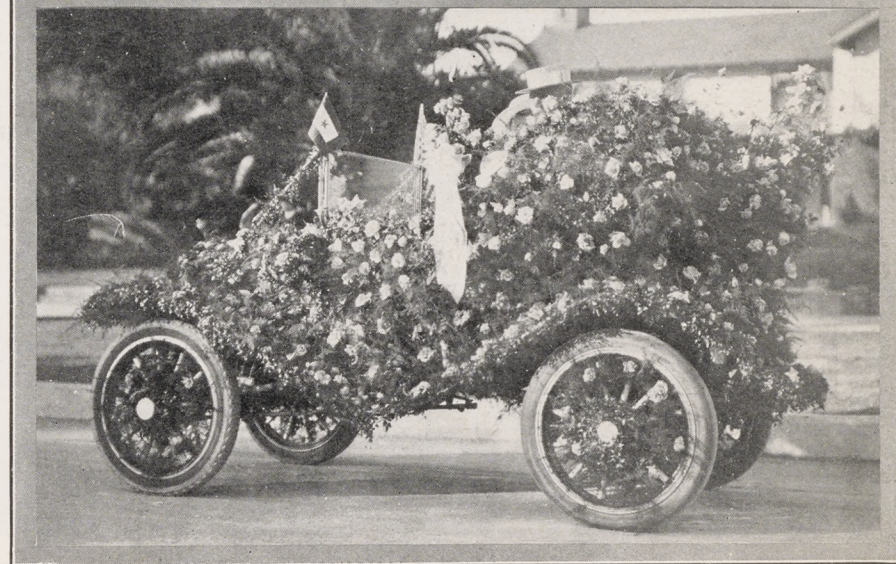
EAGLE ROCK—Surmounted by an eagle and rendered distinctive by a fifteen-foot floral cannon manned by sailors and which fired mock shells during the procession, the float of the Eagle Rock Chamber of Commerce was beautiful. Over 5000 red and white carnations were used. Gladys Truscott as Columbia sat upon the gun turret of carnations, under a canopy. Red Cross nurses and artillerymen formed her escort. Floral shields of the American flag and a combination of American, French and British emblems were notable features.

SOUTH PASADENA—Liberty upholding the world, a broken helmet at her feet symbolizing crushed autocracy, was enthroned upon a float banked with red rose shields, backed by palm boughs and acacia and guarded by the Army and Navy. Mrs. Joseph Gutkowski impersonated Liberty. Seated upon a shield of red and white

Section of Maryland's Pergola Is Represented in Hotel's Beautiful Entry



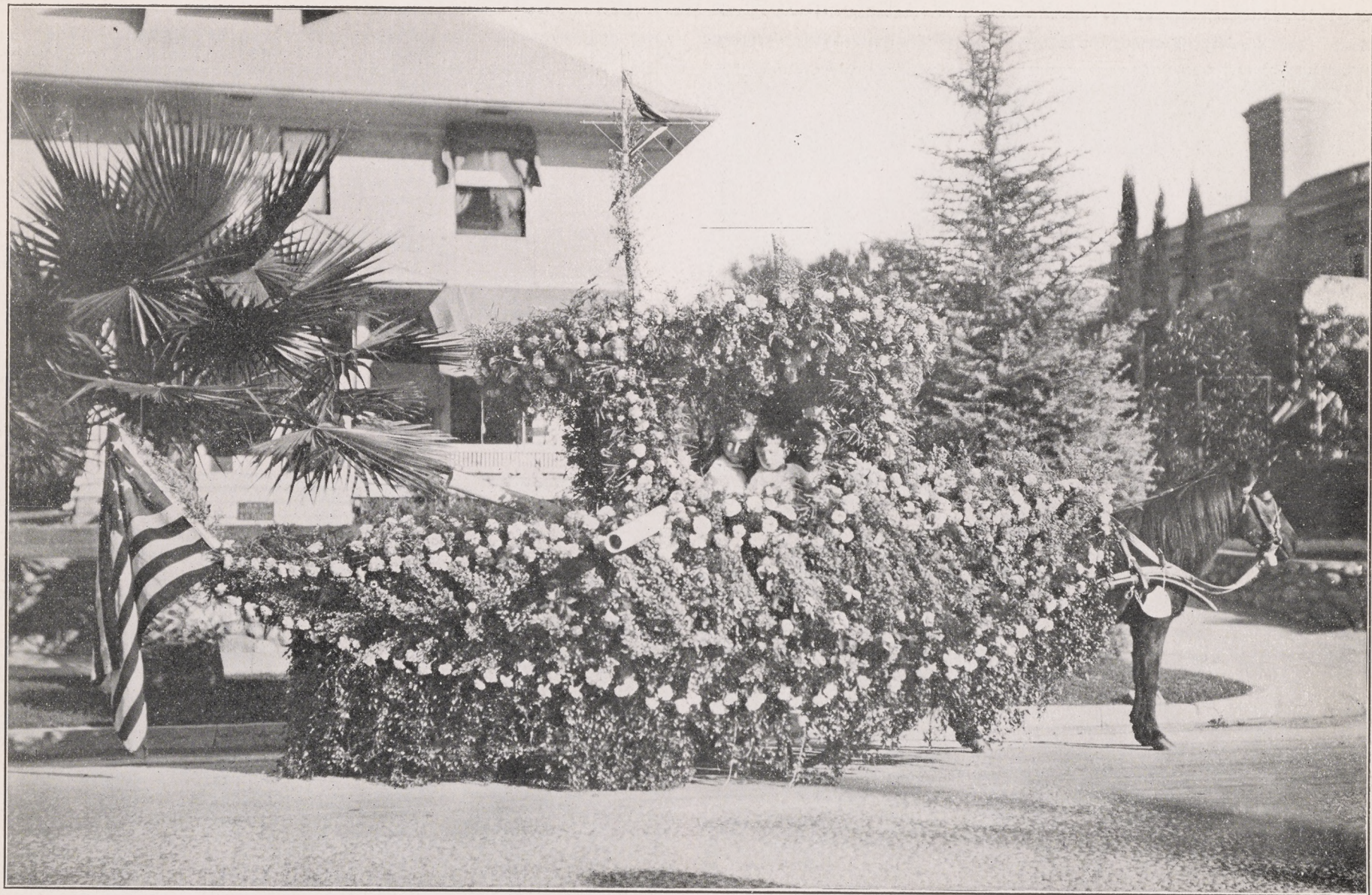
Grey Acacia Decks Automobile With Fair Riders That Is Entered by G. P. Cary



Pink Roses and Pink Satin Ribbons Cover Kenyon Warren's Electric Coupe



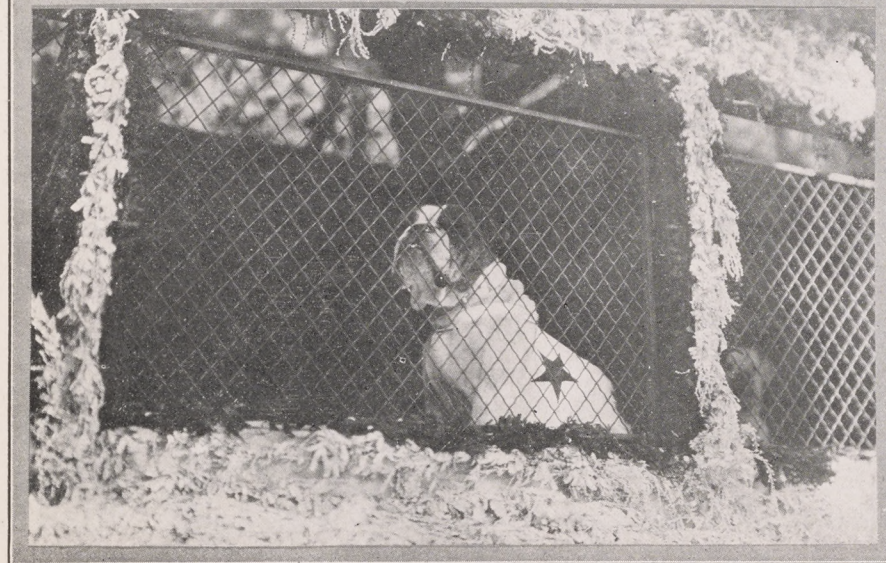
Betsy Ross, Surrounded by Her Friends of Revolutionary Days, Works on the First American Flag on the Artistically Designed Float Entered by the Washington School Which Speaks of Patriotism as Well as Appreciation of Beauty in the Plan of the Float, on Which Thousands of Flowers Are Used for the Scheme



Tiny Sailors Man Miniature Submarine Chaser That Is Built of Flowers and Equipped with Guns That Are Wreathed with Roses, Heather and Other Lovely Blossoms. The American Eagle, Old Glory and Other Patriotic Symbols Add to the Beauty and Significance of the Unique and Attractive Entry of Jaeger Family

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

Red Star Society Enters Horse Ambulance Covered With Blossoms



Dogs From Famous Baldwin Kennels Are Representative of Red Star Work

roses opposite were Katherine Smith as France, Mercedes Carpenter, Italy; Helen Hiles, Scotland; Marjorie Stuart, England. Two boys preceded the float with a satin banner, "South Pasadena"; flanking it were boy trumpeters. Mrs. J. W. Monohan, designer.

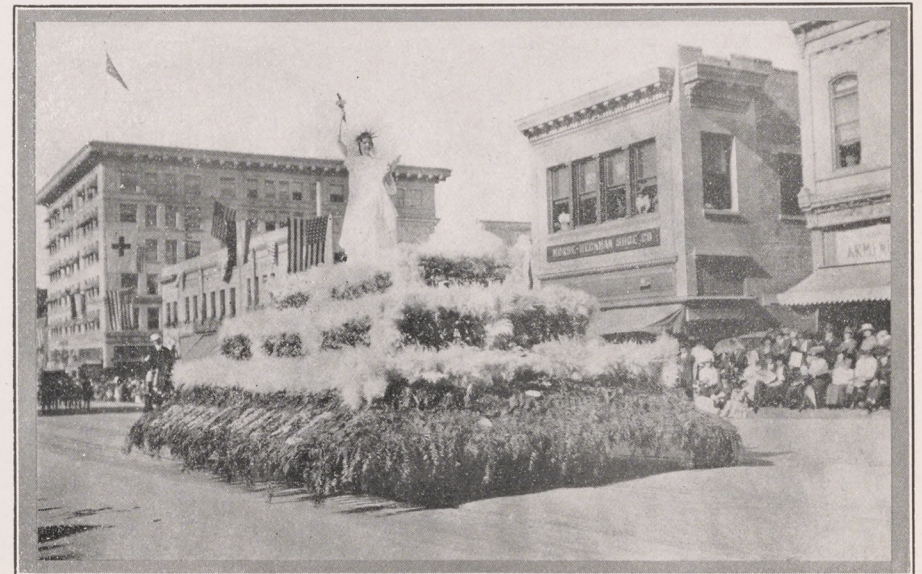
SIERRA MADRE—Upon a pedestal decorated with pampas plumes and with the name "Sierra Madre" written in white flowers, was mounted a crowned Goddess of Liberty, impersonated by Bertha Carson, robed in white. The float was designed by H. W. Topping.

PASADENA BOARD OF TRADE—A rakish submarine chaser, done in dusty miller, with gunwales of yellow chrysanthemums scudded through the procession and was one of the most distinctive entries. A silk pennant flew at the masthead and the Navy flag at the stern. A powerful searchlight surmounted the deckhouse. She was manned by visiting jackies.

WHITTIER STATE SCHOOL—

"Preparing to Go Over the Top" was the legend on this beautiful float, done in geraniums, poinsettias and pepper boughs. Two three-inch guns camouflaged by flowers were mounted forward. Cadet Major Howard Main and the school band rode; the school cadets marched, Superintendent Fred B. Nellis in charge.

PASADENA MERCHANTS—The Merchants' association entry was a beautiful spectacle conceived by LeRoy D. Ely, entitled "The Pomp of Victory Is Peace." Caparisoned heralds and outriders preceded the main float, a lovely barge in the striking coloring of the peacock, a specimen of which surmounted an anchor of pink carnations at the prow. Violets were profusely used upon the structure, with pink carnations as trimmings. In the bow a smithy made plow shares from discarded swords. On an elevation in the rear stood Victory (Miss Sadie Patton) and Peace (Miss Esther Frost).



Sierra Madre Has Striking Entry Featuring the Goddess of Liberty as Center

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

BRITISH RECRUITING—Smilax and pink carnations was the decorative scheme of the motor bearing Captain C. L. Bonnar, Sergeant Major H. A. Matier, Sergeant E. Dunk, and Sergeant C. Raynor of the British-Canadian army recruiting mission, Los Angeles.

KNIGHTS OF COLUMBUS—Thousands of roses, with combinations of the national colors, covered the auto in which rode M. Donovan, T. O'Laughlin, W. J. Corrigan, Paul Konoske, Otto Heutchy and John Clinch, representing Pasadena council No. 1174. The knights wore white hats marked with the red cross.

PASADENA BANKS—The clearing house association entered a lovely floral pavilion, built upon a motor car and bearing the caption, "Pasadena Banks." Over 2000 pink carnations garnished the float.

PASADENA PARKS—A suggestion of Brookside park in a basketry setting was conveyed by the beautiful

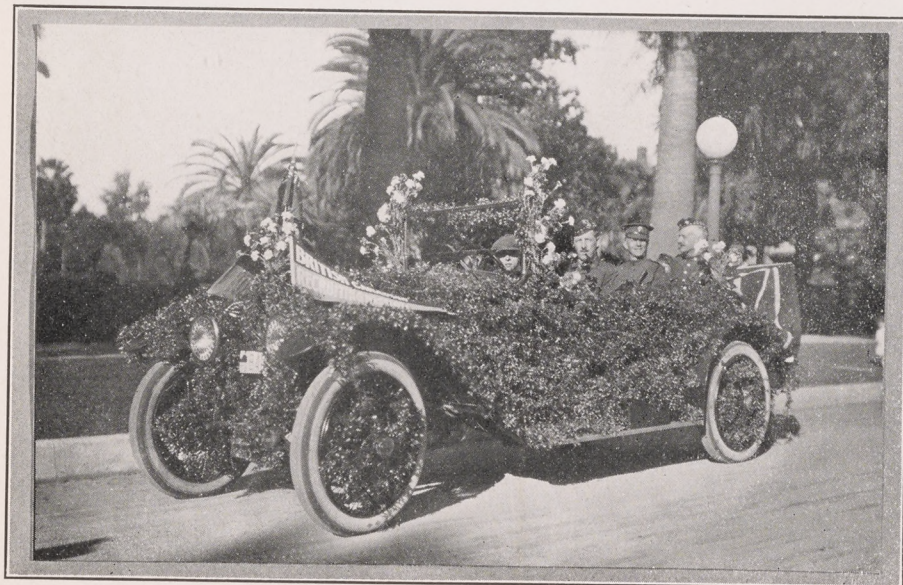
entry of the city park department. Riding were little Alatheia Slater; Bernice Creller, designer of the float; Margaret Crowell, Vera Hoffman, Agnes Sommerville, Reta Paul, Juanita Kessler—in pink dresses and pink picture hats. Float executed by park employees with flowers from the municipal gardens.

AUTOMOBILE DEALERS—An electric coupe done into a state coach with the magic of layers of smilax and countless yellow chrysanthemums, including old-fashioned sweeping springs, was the chic entry of the Pasadena Automobile Dealers' association. These pretty girls were passengers: Myrtle Vaux, Edrie Rois, Florence Coombs, Lillian Langard.

JOHN N. WILLYS—A barge of smilax with four lanterns of carnations and sides trimmed in pink roses was this entry, with Ruth Tracy, Loretta Fleming, Ruth Spahr, Marie Knudson riding under a floral awning.

KENNETH COLBURN—Mr. Col-

Vivid Presentation of Refugee Family Typifies French Relief Branch



British Recruiting Officers Display Country's Flag on Their Artistic Car



Float on Which Colors of France Predominate Stands for Great Work



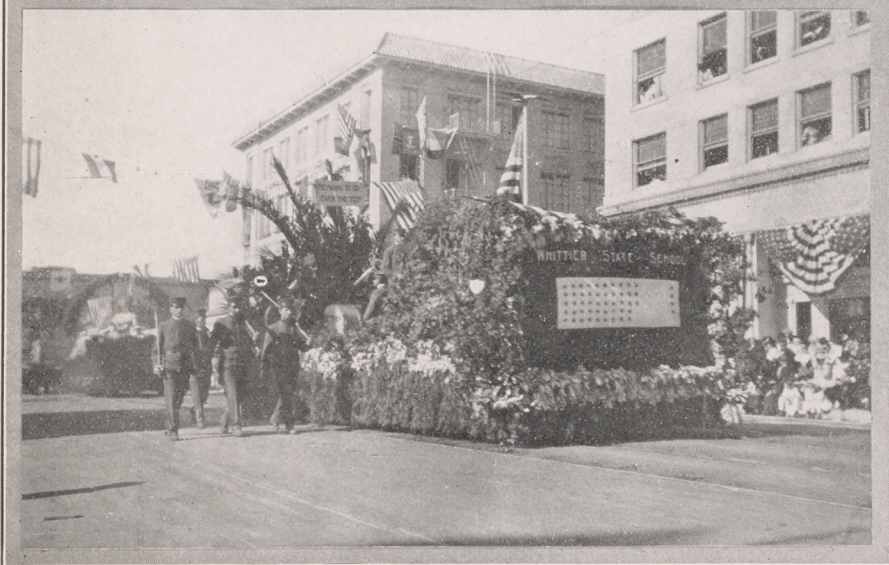
The Only Hint of Chilly Winter in All the Beautiful Day Is in the Floral Sleigh Entered by Hotel Raymond, Attractively Decorated with Scarlet Holly and Carnations. Girls in Winter Costume and Boys on Skates, Although of the Roller Variety, Complete the Picture of a Down East Winter Scene for Pasadena Day



Submarine Chaser Covered Solidly With Flowers With Deck, Portholes and All Features, Even to the Wireless Mast, Complete, Is the Unique Entry of the Pasadena Board of Trade, Suggested by the War Time Motif Followed by the Majority of the Entries in Pasadena's First Tournament Held in Days of War

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

Junior Red Cross Has Beautiful and Typical Automobile in Parade Line



Whittier School Has Float That Stands for Enterprise and Pluck of Boys

burn, of Monrovia, entered a gorgeously decorated auto float, of thousands of red and white roses, geraniums and greenery. Riding with Mr. Colburn were Cordelia Andrews and Paul Andrews.

BUSCH ESTATE—A floral life-boat of desert holly and blue corn flowers, trimmed with carnations, rolled smoothly over the pavements, drawn by eight trig, prize-winning ponies. Everett Everett drove. A full-oared crew in sou'westers occupied the Bevo, it being the craft's name.

KENYON WARREN—Mr. and Mrs. Warren rode in an electric completely covered with pink roses and pink satin. The pretty pink effect was enhanced by Mrs. Warren's pink hat and Mr. Warren's straw sailor with a pink band.

B. O. KENDALL COMPANY—In an electric cabriolet made into a golden chariot of marigolds rode Mr. and Mrs. George Curtis.

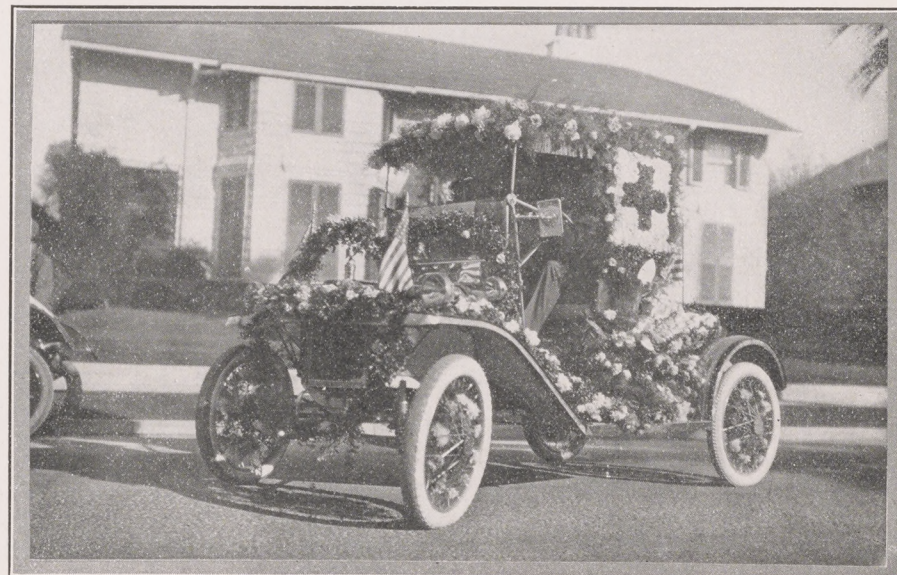
FRED CHASE—In a motor drag of

pampas plumes, festooned with bright flowers, rode Mr. and Mrs. Chase; their son, Horace, and Mr. and Mrs. Harry Mason.

MRS. GEORGE P. CARY—Gray acacia camouflaged an auto in which rode Mrs. Cary, Mrs. William Burger, Mrs. Raymond Greeley, Mrs. Josephine States, Miss Margaret Cary.

CARLOS DOANE—Mr. Doane's well known nickelled runabout, "The Silver Maid," was festooned with white roses and red geraniums. A Red Cross of geraniums and silken American flags were decorative features. Mr. and Mrs. Doane rode.

RED STAR—A great float bearing the star of red flowers headed this exhibit, which included some of Mrs. Anita Baldwin's famous dogs and horses. Mrs. Baldwin devoted all her participation in the Tournament this year to the Red Star, the relief organization for animals used in the war. Over 10,000 carnations, a carload of acacia and of oak; 250 strings of



Flowers Bedeck Shining Silver Maid, Famous Car, Entered by Carlos Doane

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asparagus plumes; 150 strings of smilax, tinted white, and fifty dozen red roses were used in decorating the Red Star entries. Mrs. Baldwin rode on the first car, which contained kennels of Baldwin dogs. The Pasadena humane ambulance (horse drawn) with Humane Officer C. H. Kelley driving, accompanied by Mrs. Hyde, nurse, and the Los Angeles humane ambulance (motor) in charge of Mrs. Claire Coombs and a nurse were both beautifully decorated in Red Star colors. Attendants led many of the famous war dogs and Percherons from the Baldwin rancho. The entire exhibit excited the liveliest admiration.

MRS. J. C. COX—English cart, decorated with flowers, with a beautiful black horse, was Mrs. Cox's entry.

JAEGER CHILDREN—Thousands of pink and white roses and carnations made a floral gunboat of the pony cart of the little children of Henry Jaeger of the Orchid shop: Yvonne, Thelma, Robert, Norman. The craft sported

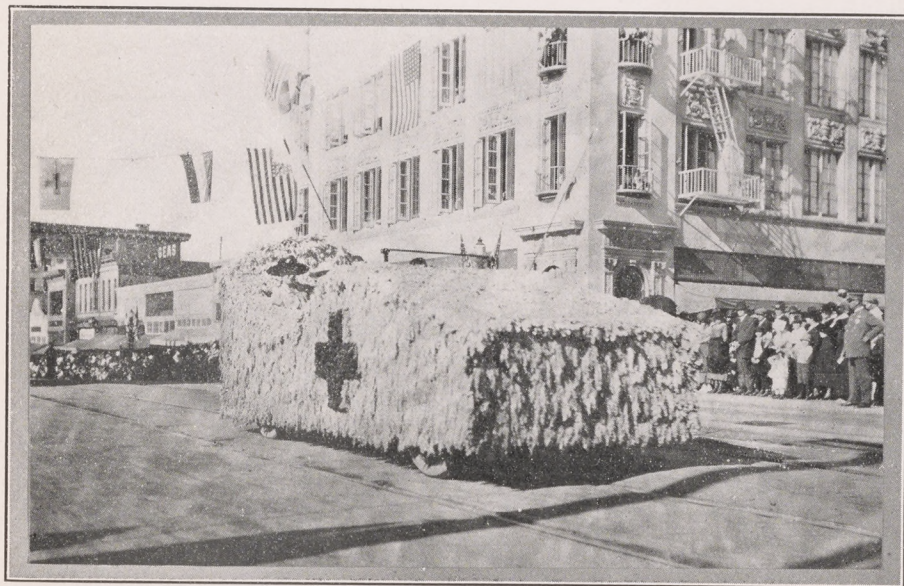
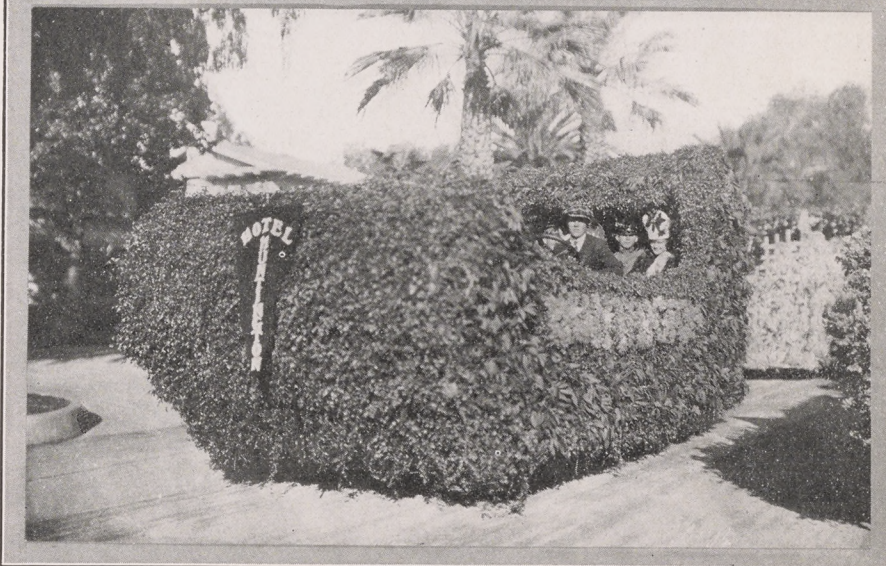
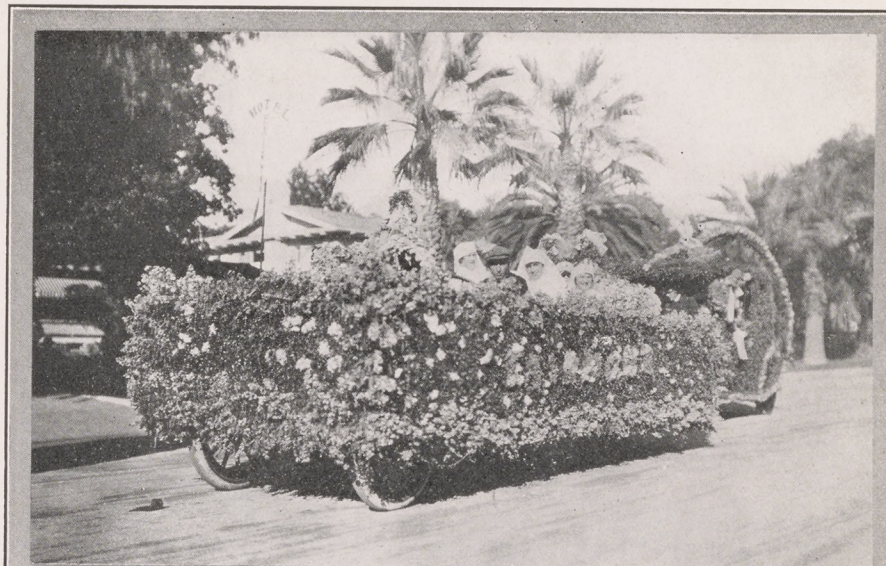
three guns, floral wireless and other maritime equipment in flowers.

FLORAL AIRPLANE—A twelve-foot airplane covered with poinsettias, holly and greens was entered by Douglas McKenzie and Paul Howard, costumed as birdmen.

MRS. J. W. CHAPMAN—Flags were used exclusively by Mrs. Chapman in decorating her runabout.

EQUESTRIAN DIVISION—A squadron of lady and gentlemen riders, headed by Division Marshal M. S. Pashgian on his beautiful mount, made this division one of the most attractive of the parade, as ever. Instead of a crop the marshal bore a staff from which fluttered Old Glory. Fine horsemanship and fine horses were exhibited. All horses were gaily caparisoned with flowers and the national colors and their riders were appropriately costumed. Riders and dominant features of their trappings were: Miss Mildred Raymond, red carnations; Miss Rachel Raymond, marigolds; Mrs. I. A. Fol-

Horn of Plenty Is the Outstanding Feature of the Hotel Fairmont Entry



Red Cross Car Covered with Dusty Miller Bears Insigna of the Society

Scroll Effect Carried Out in Flowers on Hotel Huntington Automobile

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Pampas Plumes and Flowers Are Combined by Fred Chase on His Car



Golden Chariot Is Motor in Which Ride Mr. and Mrs. George Curtis

lansbee, red and white roses; Misses Gertrude Macey, Frances Chittick and Dorothy Beidler in a red, white and blue floral combination; Miss Marjorie Lacy, pink roses; Mrs. LaMar Bresee, Miss Marian B. Moir, Miss Ruby Moir, pink and white roses; Miss Marjorie Lee, yellow and white roses; Miss Harriet Boothe, red carnations and black; Miss Bernice Mathews, pink carnations; Miss Anna Stevens, red and white roses; Miss Hazel Clements, Miss S. R. Smith, white; Revel L. English, on Confidence, pink carnations; Harry Swan, on Rowdy, yellow, white and red roses; Ashan Keishishian and Frank Ramirez, as Armenian and Mexican horsemen, respectively; James Phillips of Tropico, J. J. Britt of Monterey Park, Arthur Zimmerman of Covina, floral Red Cross. Boys: Norman Thompson, as an Indian with his pony; Homer and Wayne Hillman, roses, carnations and satin; Henry Steelman, white roses; Hugh V. Harris, Los Angeles, roses. The grand marshal, di-

vision marshals, aides and staffs were also handsomely mounted.

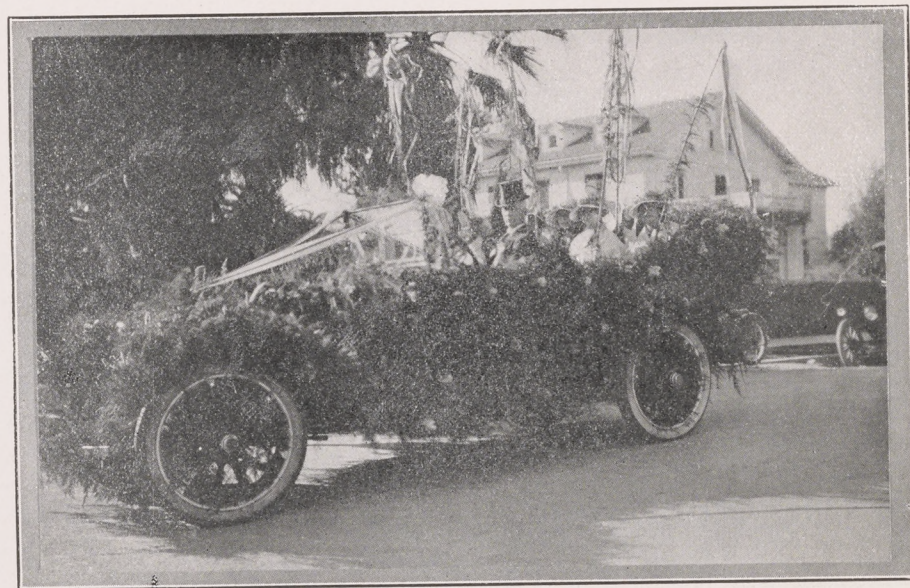
ARMORED CAR—A real armored motor car was one of the Red Cross entries.

FIRE DEPARTMENT—Headed by the automobile of Fire Chief A. M. Clifford, five attractively decorated pieces of the newest apparatus of the Pasadena Fire department made an interesting concluding section of the parade. Carnations, geraniums and other flowers were fashioned by the firemen into pleasing floral camouflage and embellishment.

PRIZE AWARDS—Awards of prizes for entries in the floral parade were as follows:

Class A, Civic Division—South Pasadena, first; Eagle Rock, second; Los Angeles Chamber of Commerce, third; San Bernardino, fourth, Long Beach Chamber of Commerce, fifth; Anaheim, sixth.

Class B, Hotels—Hotel Raymond,



Grant School Has Floral Automobile with Young Girls in Pretty Costumes

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first; Hotel Blackstone, second; Hotel Maryland, third.

Class C, Automobiles With Four or More Persons—J. N. Willys, first; Knights of Columbus, second; Kenneth Colburn, third.

Class D, Automobiles With Two Persons—Carlos Doane, first; Mrs. J. W. Chapman, second.

Class E, Electric Automobiles—Kenyon Warren, first; B. O. Kendall company, second; Pasadena Automobile Dealers' association, third.

Class F, Commercial Floats, Representing Some Special Character or Business—Adolph Busch estate, first; Pasadena Bankers' association, second.

Class G, Floats Other Than Civic or Commercial—Pasadena Merchants' association, first; Pasadena park department, second; Whittier State school, third.

Class H, Floats Representing Historical or Representative Characters of Two or More in a Group—Mrs. Anita M. Baldwin, first; Mrs. H. F. Duffield,

second; French Relief association, third.

Class I, Representative Floats With Individuals—William Ward.

Class J, One-horse Vehicles and Two-horse Vehicles—Mrs. J. C. Cox.

Class L, One-pony Vehicle—Yvonne, Thelma and Robert Jaeger.

Class M, Fire Departments—Pasadena fire department.

Class N, Saddle Horses, Women Riders—Miss Marjorie Lacey, first; Miss Marjorie Lee, second; Miss Florence Chittock, third.

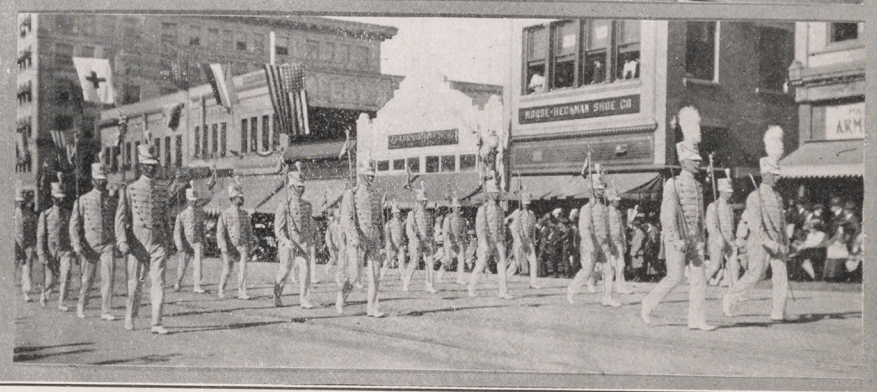
Class O, Saddle Horses, Men Riders—R. L. English, first; Harry Swan, second; A. C. Zimmerman, third.

Class T, Shetland Ponies, Girl or Boy Riders—Hugh V. Harris, first; J. Homer Hillman, second; Wayne Hillman, third.

Class J, Saddle Pony, Girl Riders—Ruby P. Moir, first; Marion B. Moir, second.

Class R, Saddle Pony, Boy Rider—

Home Guards Win Applause from Crowds by Their Fine Solidierly Bearing

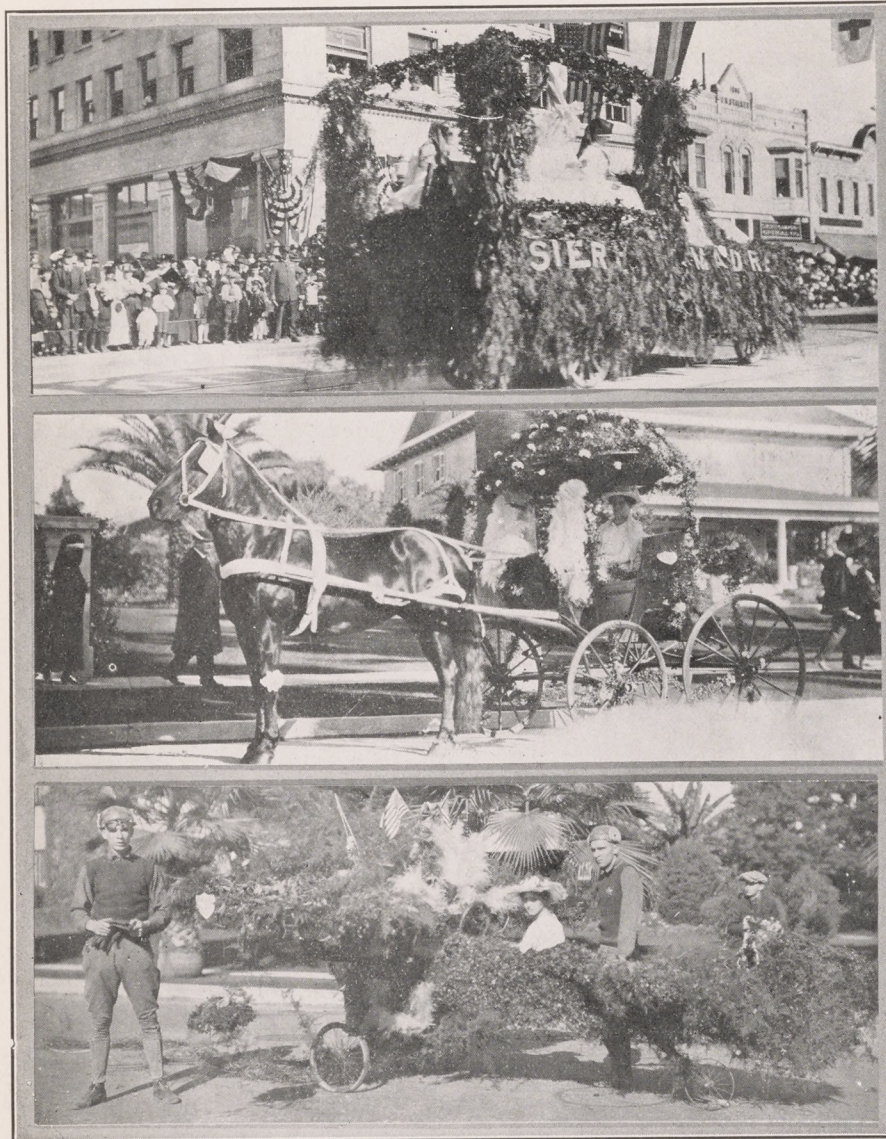


General Staff of Soldiers' Home Rides in Pretty Flower Covered Automobile

Glendale Red Cross Has Attractive Entry. Los Angeles Elks March in Line

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Sierra Madre Red Cross Has Entry Typical of Enthusiastic Chapter Activity



Decorated Trap Is Entered by Mrs. J. C. Cox. MacKenzie Airship Is Unique

Henry Steelman, first; Douglas McKenzie, second.

BANQUET AND BALL—The Mare Island Marines and Camp Lewis football teams were guests of the Tournament of Roses association, represented by the officers and directors, at a banquet at the Hotel Maryland on New Year's night. Afterward all attended, with many others, the brilliant Tournament ball at the Maryland which concluded Pasadena's wonderful New Year's day.

CREDIT DUE PHOTOGRAPHERS—Credit is due Pasadena photographers for much of the interest of the Star-News Tournament of Roses number. The numerous foregoing pictures of the floral parade were taken and finished within a few hours' time by Harold A. Parker; the general Pasadena views were taken by Frederick W. Martin, Albert Hiller and Ernest T. Clearwater, and the photographs of persons by Mabel Watson and others.

BANDS ENLIVEN LINE OF MARCH—Twelve bands, numbering more than 200 musicians, enlivened the parade with stirring strains of the latest marches as the long line of floats and other decorated entries swung slowly through the big throng. The

music was of the highest class and was one of the features of the parade.

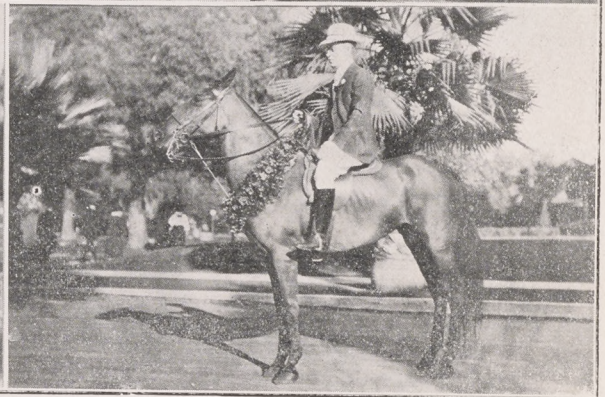
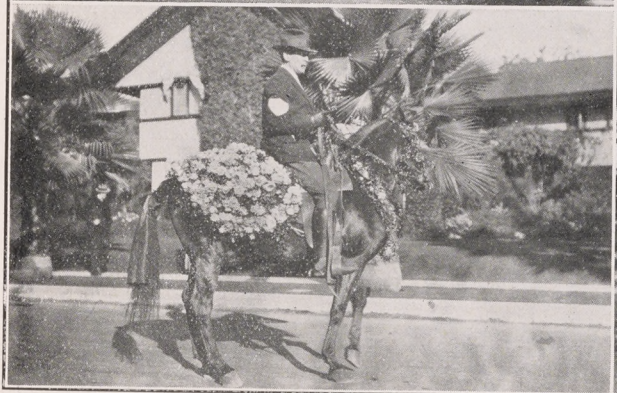
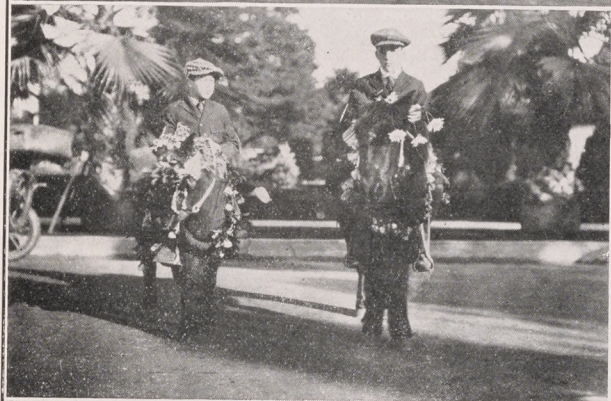
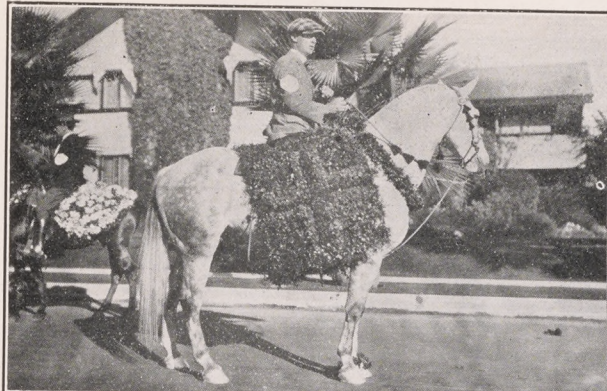
The Pasadena Elks' band was accorded the honor of being the first in line. In the following order came the Southern Pacific band, the fine Municipal band of Long Beach, the Venice-Santa Monica organization, the Pacific Electric band, the band from the submarine base, which also proved to be one of the most popular organizations in line, the public enjoying the spirited playing of the jack tars; Horn's Military band, the Los Angeles Elks' band, the Whittier State School band, the Redondo band, the Claremont band, the Pasadena High School band of more than forty pieces, under the leadership of Professor H. H. Parker; Watson's Scotch Pipes, and Germond's Military band, composed of more than forty local musicians.

FOOTBALL GAME THRILLS CROWD—The 19 to 7 score, in favor of the Mare Island Marines, tells the true story of the football game at Tournament park the afternoon of New Year's day. The winners were just about as superior to their opponents, the strong Camp Lewis organization, as the final count indicates.

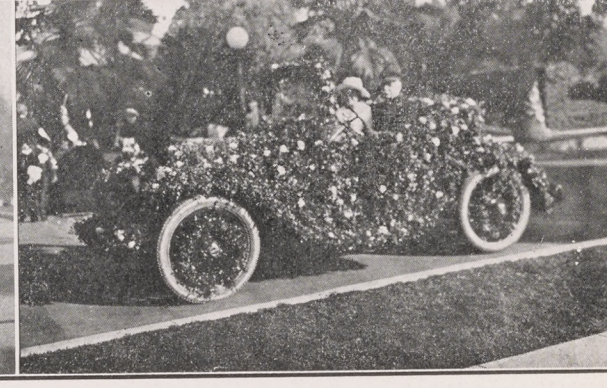
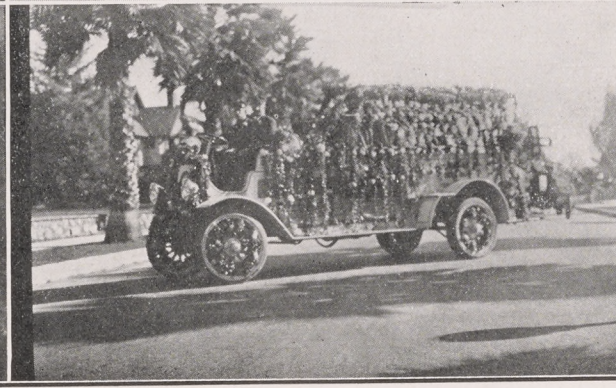
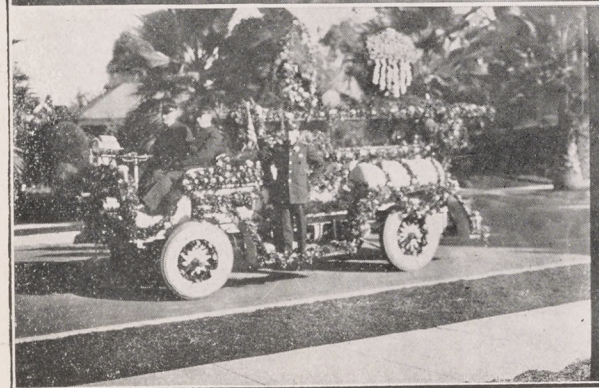
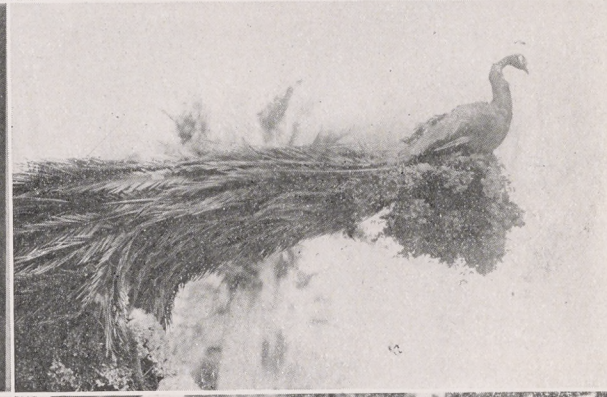
More than 25,000 persons attended



Buds and Flowers from a Typical Parade Float—Merchants' Float Shows Allies



Equestrians, Headed by Marshal M. S. Pashgian on Beautiful Horse, Have Division that Attracts Much Interest with the Number of Fine Horses Shown, the Skill of the Riders and the Attractive Floral Decorations that Are Used to Adorn the Steeds and Their Owners, Who Include Both Young and Old Equestrians



Some of Artistic Details of Parade—Top, Sailors as Guard of Float, Beauty and Valor from Huntington, Merchants' Association, Outwalkers. Center—Peacock Detail, from Merchants' Beautiful Entry; a Living Knitting Bag; Pasadena Elks. Bottom—Representatives of Pasadena Fire Department and Their Chief

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the game and cheered the teams. Prior to the game this great throng, filling all the boxes, stands and bleachers, sang "The Star Spangled Banner" led by Miss Antonette Sabel, impersonating the Goddess of Liberty. W. H. Vedder, president of the Pasadena Red Cross, and an army and marine officer were her escorts.

It was a wonderful exhibition of the great game, however, and spectators were thrilled repeatedly by brilliant individual playing, particularly that of Brown, the marvelous fullback on the Marine squad. His running and dodging powers were uncanny, and besides making several long runs around the ends, and doing brilliant work in the forward passes, he made gains through the lines that seemed impossible when one considered the strength of the opposing team.

It was an exhibition of old-time football, featuring mass plays, straight line

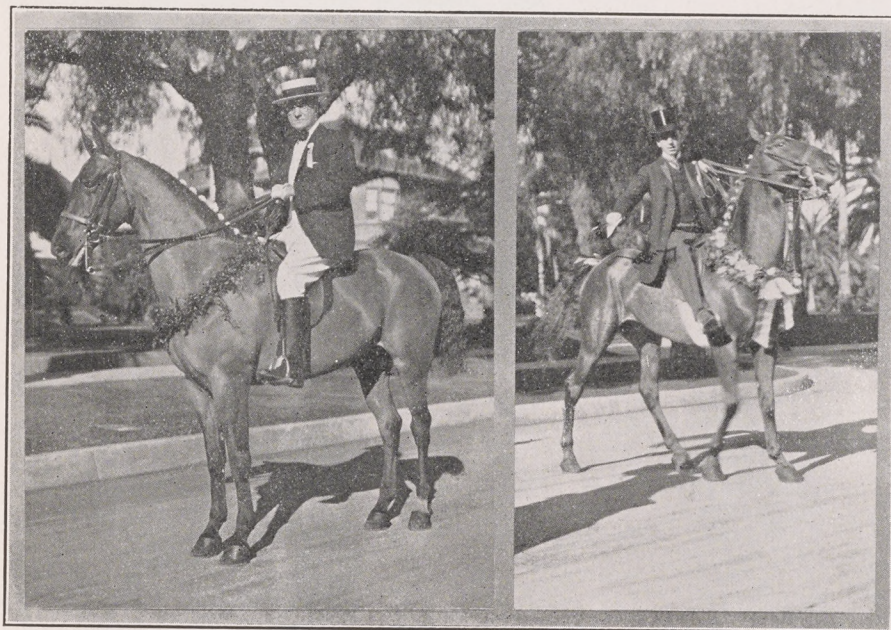
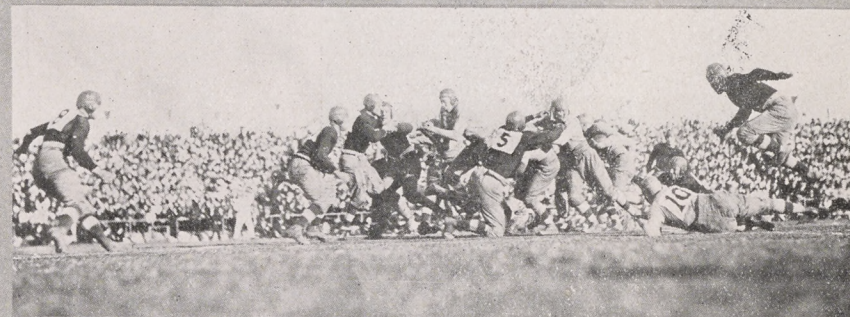
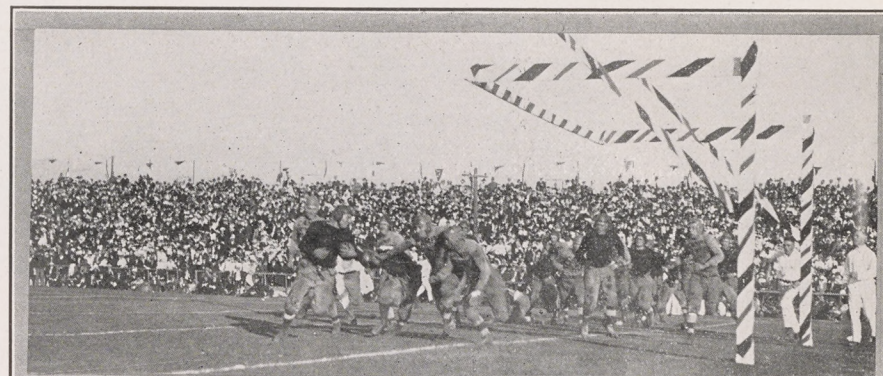
bucking and end plays. Contrary to expectations, there was little forward pass work. Two brilliant forward passes were executed by the Marines. The few attempted by Camp Lewis failed, and were fumbled for the most part.

Marines—Ambrose, left end; Beckett, left tackle; Ridderhoff, left guard; Teberg, center; Hall, right guard; Bailey, right tackle; Hobson, Mitchell, right end; Brown, quarterback; Sanderson, left half; D. Gardner, right half; Huntington, fullback.

Camp Lewis—McRae, left end; Bartlett, left tackle; Christensen, Gardner, Lane, left guard; Russell, center; Snyder, right guard; Cook, right tackle; Turner, right end; Sharpe, fullback; Romney, left half; McKay, right half; Craig, Monteith, fullbacks.

The pushball game between the Submarine base team and Fort McArthur was won by the former, 4 to 0.

Exciting Moments Mark Great Football Game That the Marines Win, 19 to 7



Grand Marshal Malaby and Chief Marshal Wood Are Two Very Busy Men

Pushball Gives Crowd Relaxation and Amusement Between Halves of Football

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W.H. VEDDER	H.M. COLE	E.T. OFF	J.W. WOOD TREASURER	B.O. KENDALL PRESIDENT	J.J. MITCHELL VICE PRESIDENT	R.C. BARTOW SECRETARY	A.J. BERTONNEAU	DAVID BLANKENHORN	EDWIN F. HAM
			<h2>Staging the Tournament</h2> <p>FOR the twenty-ninth time Pasadena has staged her great floral pageant on New Year's day. The celebration this year took on added interest from the fact that the profits were given to the Red Cross chapter, and also because many of the parade entries had a patriotic tinge.</p> <p>The Tournament of January 1, 1918, was vastly different from the first Tournament. Then the chief feature of the day was the program of sports, races, Spanish games and displays of horsemanship, arranged by the Valley Hunt club, which from 1888 to 1895 had charge of the Tournament. The parade was merely incidental; the procession of carriages on the way to the grounds.</p> <p>The late Dr. C. F. Holder was president of the Valley Hunt club when the first Tournament was held, and he and Dr. F. F. Rowland are known as the founders of Pasadena's great annual fete.</p> <p>The Tournament of Roses association was organized in 1895 with a membership of 1600, and a board of directors as the governing body. Then, as now, the directors worked for the sake of the Tournament and not for a salary. A secretary and manager have charge of technical details.</p> <p>The afternoon program of races and sports gave way first to a chariot race. Later years have seen football games as the afternoon attraction.</p> <p>The evening of Tournament day is marked by a grand ball at one of the local hotels.</p> <p>Men and women of enthusiasm have been identified with the conduct of the Tournament since its beginning. The presidents, who have included business and professional men of high ability, have given uncounted energy to the work, and have been ably supported by splendid assistants.</p> <p>The presidents of the Tournament association have been as follows: Dr. C. F. Holder, 1890; B. M. Wotkins, 1891; Frank C. Bolt, 1892, 1893; C. D. Daggett, 1894, 1895; Edwin Stearns, 1896, 1897; M. H. Weight, 1898, 1899; Herman Hertel, 1900; F. B. Wetherby, 1901; J. Wagner, 1902; Charles Coleman, 1903; C. D. Daggett, 1904, 1905; E. D. Neff, 1906; E. T. Off, 1907; George P. Cary, 1908, 1909, 1910; Frank G. Hogan, 1911; E. T. Off, 1912, 1913; R. D. Davis, 1914; J. B. Coulston, 1915; L. H. Turner, 1916; D. M. Linnard, 1917; B. O. Kendall, 1918.</p>						
GEORGE H. FROST	D.W. HERLIHY	W.S. KIENHOLTZ	E.R. BRALEY	D.M. LINNARD	L.H. TURNER				
									
GEORGE A. DAMON	WALTER RAYMOND	M.H. SALISBURY	GRANT ORTH	W.F. CRELLER	H.G. CATTELL				
									
W.L. LEISHMAN	A.L. HAMILTON		HENRY NEWBY	A.T. WELLES	A.T. WELLES				

World's Historic Year in Pasadena, the Home City



HOW Pasadena, the City of Beautiful Things, has won a new title in this great year is a story that Pasadenaans are proud to tell. In a year when service has been the thought everywhere, Pasadena has been quick to do her share, and her claim to the

title of the City of Accomplishment is unquestioned.

Notable in the tale of the past year has been the splendid community spirit that has been shown. All Pasadena has worked together. There have been no distinctions of any sort nor any disposition to draw aside into jealous groups. This year there has been a co-operation, a unity and a spirit of friendliness that have lightened the task and made the results the greater.

What was Pasadena's equipment when she faced the tasks of the year just closed? First, the facts that the census and the maps yield; a city of approximately 48,000 people, the majority of them living in their own houses or at least in separate and individual homes and not in flats or apartments; nine miles from Los Angeles at the base of the Sierra Madre mountains, and linked to the greater city by frequent and rapid electric service; with a constantly growing business section in which during the past year several large stores have been established; with a splendid school system ranging from kindergarten to college; with churches of every denomination, all strong and prospering; with an active and enterprising Board of Trade and Merchants' association; with clubs of all interests for men and women; governed by the commission system and in its administration boasting municipal light and water and many other ad-

vantages; home of one of the largest and busiest Red Cross chapters of the country as well as other organizations for foreign relief; home of the first ambulance corps organized in the country; in general an equipment with which much could be done.

Pasadena's city government has been exceptionally active in whatever lines of service have opened during the year. The commission, headed by Mr. A. L. Hamilton, and including Mr. W. F. Creller, Mr. M. H. Salisbury, Mr. T. D. Allin and Mr. Harley F. Newell, has been ready at all times to answer the many calls that have been made, donating the use of the city property at many times for patriotic demonstrations in service, and doing many other helpful things.

The Pasadena postoffice is housed in a splendid federal building located on East Colorado street at Worcester avenue. This building, a classic structure of white concrete, is exceptionally attractive and commodious, and houses not only the postoffice, but the offices of the United States forest service with Mr. T. W. Sloan as district ranger. There are three branch postoffices and six stations.

The United States department of agriculture maintains a bureau of entomology in Pasadena.

Pasadena was headquarters of Company I of the Seventh regiment, N. G. C., now in federal service, and a

large armory has been used by the company. It is now used by the Home Guard, organized in four companies and drilling regularly under the command of Major Edward Mulligan.

The public library, located in Library park at Walnut street and North Raymond avenue, has over 60,000 volumes and maintains in addition to the main library three branches in outlying sections of the city.

The secret societies are largely represented in Pasadena. Several of the fraternal orders own their own buildings or halls, notably the Elks, who have a beautiful home; the Masons, the Odd Fellows, who recently completed a large building, and others.

The labor unions in Pasadena are well organized, with a board of labor as the central body for the majority of the unions. They have a building of their own and are anticipating erecting a larger one.

Clubs in Pasadena are numerous and well organized.

There are three country clubs, a branch of the Automobile Club of Southern California, a Japanese association, an athletic club, an association of orange growers, and many others of varying description and numbers.

Among public organizations is the Board of Trade, strongly organized and very active in all civic affairs. Under the presidency of Fred Elmer Wilcox the Board of Trade has taken a lead-

ing part in all Pasadena's affairs this year, particularly in patriotic work and in acting as host to such noted visitors as Mr. James W. Gerard and others of national fame. The rooms of the Board of Trade on South Raymond avenue are made the headquarters for numerous activities and there is maintained an interesting exhibit of Pasadena industries, products, pioneer relics and articles of historical interest, etc. The City Beautiful and City Planning activities are carried on with the Board of Trade rooms as headquarters.

The Humane society has an active and progressive branch which has accomplished much good work.

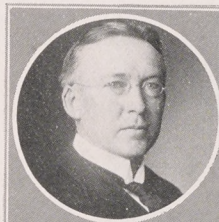
The realty men are associated in the Pasadena Realty Board, promoting their special interests.

Welfare work in the city is carried on under the direction of the Welfare bureau, municipally directed and maintaining offices in Central park.

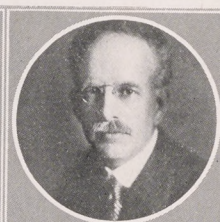
Pasadena's famous Brookside park is known far and wide. The park is in the Arroyo Seco, west of the city, a small valley with the park located in its broad, level bottom. Here is Brookside plunge, the gift of the late Mrs. Everett W. Brooks, and here are picnic grounds, space for automobile parking and camping parties, etc. Numerous camping parties from the east and elsewhere come to Brookside for a stay of a few days or longer and find excellent accommodations. During the summer, and, in fact, all the year round, picnic parties are numerous, and many large celebrations, such as Fourth of July programs, etc., are held here.

The year has seen the working out of the new department of the city mother, a position capably filled by Mrs. E. W. Speer, who has acted in a general advisory capacity, especially in the case of young people.

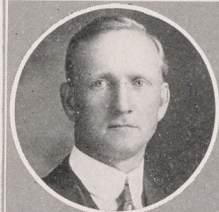
The municipal light and water departments have continued in steady growth and extensive work has been done at the tri-city farm in which Pas-



DR. JAS. A. B. SCHERER



DR. GEO. ELLERY HALE



DR. ROBERT FREEMAN



MISS HETTIE ANDERSON

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS



adena, South Pasadena and Alhambra are interested and where there is good prospect of valuable oil development.

Improvements have also been made at the four city parks, including Brookside, where the plunge is located, at Tournament park, in street work and along other lines.

Pasadena's schools have shared in the general prosperity. The educational equipment of the city includes, among the public schools, a splendid polytechnic high school, twenty grammar schools, an intermediate school, a vocational school, a school for Mexican children, and numerous kindergartens. There are also such institutions as Throop College of Technology, the Nazarene university, Holy Names Collegiate school and the Academy of the Holy Names, Stickney School of Fine Arts, a military academy, a kindergarten training school, several excellent private schools for boys and girls, and a number of good business colleges.

The public school system is under the administration of Dr. Jeremiah Rhodes, superintendent, and the Board of Education, composed of Mr. George R. Bickley, Mrs. A. Ruth Weatherbee, Mr. C. S. Thompson, Mrs. Clara M. Odell and Mrs. Beatrice Dane, with Mr. N. G. Felker as clerk.

The polytechnic high school is located on East Colorado street, about two miles from the center of the city and on direct car and autobus lines which give frequent service. There are

three main buildings, an administration building, a building for home economics and art, and one for sciences, with additional buildings for work in agriculture, dairying, gymnasium, music, etc. The music hall is an attractive structure with a well planned hall available for concerts or other programs. The grounds are laid out with extensive gardens in which the agriculture classes get practical work, football and baseball fields, a running track, tennis courts, a large swimming pool, etc. In the main building is a large auditorium with a well equipped stage where plays are given and debates, concerts and other programs held.

There are 1800 students in the high school and 1200 students have been enrolled during the year in the night high school in which are listed as students boys and girls, men and women of all ages. Work is given here in any available course for which there is sufficient demand, and there is much opportunity for practical and business courses.

Military train-

ing is given the high school boys and much attention is paid to physical education for both the boys and girls. Interscholastic contests are frequently held.

A well organized and active Parent-Teacher federation has branches in all the schools. These associations co-operate with the teachers in every possible way, giving much practical aid, such as the purchase of special equipment, promoting social acquaintance between parents and teachers, and also do much welfare work through the emergency departments.

The Muir intermediate school is for students of the seventh, eighth and ninth grades, and is conducted on the separate class system to introduce the students to high school methods. Elementary work in French, Spanish, Latin and general science is given.

The Wilson vocational school is for special students, those delayed or backward in their work, those unduly advanced in some branch, or those who for

other reasons are not congenially situated in the regular grades. Much excellent work in vocational training has been done here.

In all of the schools there is work in manual training, art, domestic science, agriculture, physical education, etc. Playgrounds are maintained at the majority of the schools, athletic teams are organized and there is considerable interscholastic activity.

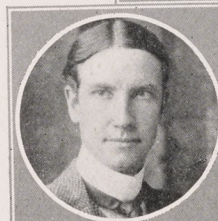
Throop College of Technology, whose president, Dr. James A. B. Scherer, is now doing war work as chairman of the travel service of the section on co-operation of states for the National Council of Defense, has been particularly active along patriotic lines. In addition to preparing young men for valuable service through her splendid engineering and technical departments, Throop has offered practical work in military training. Many of the Throop students have enlisted in various branches of the service, and a number of the faculty are also in war work.

At Throop this year have been several noted scholars and educators, including Alfred Noyes, the English poet, who has given a course of lectures; Dr. Arthur A. Noyes and Dr. Robert Millikan, who have been doing research work in problems of radioactivity, and others. Dr. George Ellery Hale, astronomer and scientist, has also been working at Throop.

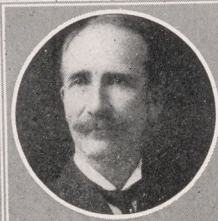
Throop has taken a foremost place



TOD FORD, JR.

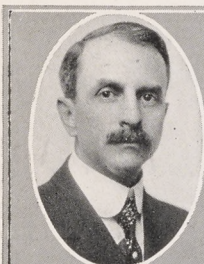


JOHN S. CRAVENS



ARTHUR H. FLEMING

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS



L.A. BOADWAY



EDWARD GRACE



MRS. MYRON HUNT



MRS. CLARA B. BURDETTE



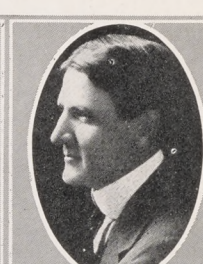
MRS. FRANK S. WALLACE



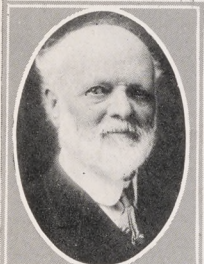
MRS. MAYNARD FORCE THAYER



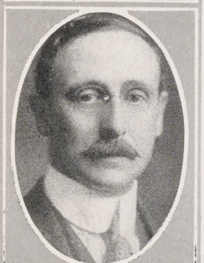
REV. C.A. SPAULDING



DR. MERLEE E. SMITH



R.R. BLACKER



J.C. SLOANE

among the colleges of the country for her ready response to the call to national service, and for the whole-hearted way in which every department of the college has been turned to account. When it was hoped to have a reserve officers' training camp in Pasadena during the summer, the Throop grounds were turned over to the government for this purpose, and the college classes closed early to accommodate the plans of the war department. That the camp could not be held in nowise lessened the ardor of the college authorities in offering the entire resources of the plant, and some very valuable work has been done along scientific lines in addition to the training given the men. Dr. Harry Bateman of Johns Hopkins is in charge of experimental work in airplane problems, which will be done in a "wind tunnel," especially constructed for his use, where model airplanes will be given tests to solve prob-

lems of importance in aerodynamics. Throop's military training is given in the organization of an engineer corps of the Reserve Officers' Training Camp, in which about 125 men are enrolled, being given the regular course which, in its four years, entitles them to commissions in the engineering corps of the regular army. This work is in charge of Captain C. T. Leeds, U. S. A., who has been gaining excellent results during the year.

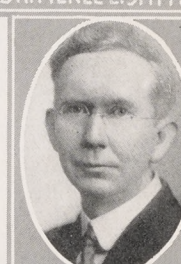
Very recently courses have been added to the curriculum in ship building and steamship line management, designed to train young men for administrative positions in shipyards and in the offices of steamship lines.

Dr. George Ellery Hale of the Throop faculty is chairman of the National Research Council of the National Council of Defense, having taken a leading part in the organization of the body.

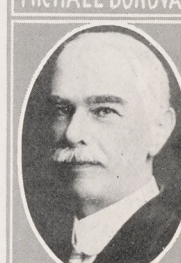
The Nazarene university is conducted under the auspices of the Nazarene church in a large educational plant north of the city. Special attention is given to missionary preparation and evangelistic training, and regular collegiate work is offered. There is a preparatory department.

Pasadena is also deeply interested in Occidental college, located at Eagle Rock, west of Pasadena. Dr. Silas Evans is the president, and Pasadena is largely represented among the students. Occidental is a college of especially high ideals, in addition to the highest technical standards. It has been doing its share in war work by offering military training, and many of the students are now in service.

The Pasadena Army and Navy academy is now located west of the city among the hills in the beautiful building formerly occupied by the Anandale Country club. This school



MICHAEL DONOVAN



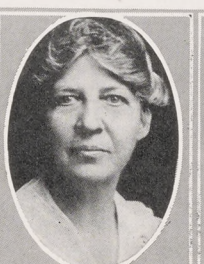
GEO. P. WHITTLESLEY



CAPT. GEO. S. PATTON



COL. CHAS. F. HUTCHINS



ALMA E. WRIGLEY



NELLIE M. RUSS



MRS. J.S. MACDONNELL



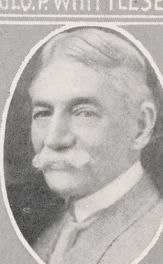
MRS. KATHERINE C. WATSON



MRS. LOUIS F. BEST



FRANK MAY



COL. W.J. HOGAN

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offers a well-planned military system of education to boys, beginning with primary work and continuing through the older classes.

The private schools of Pasadena and other educational institutions are of the highest type and attract students from all parts of the country.

Over a number of the churches of Pasadena fly service flags, indicating members of the church now in service. Several pastors have been called to Y. M. C. A. war work, and the church societies have been especially active in helping with Red Cross work. Auxiliaries have been organized by the women of several churches, meeting regularly for Red Cross sewing.

Many of the churches are housed in large and beautiful buildings, others in smaller but equally artistic structures, while a few meet in halls and club-houses. Social life is a strong feature of the church organization, lecture courses are often given, moving picture machines and stereopticons are installed in a number of the churches, young people's work and Sunday school activities are well organized, and in general there is an effort to conduct the churches along broad and helpful lines.

Prominent among the church workers giving national service are Dr. Robert Freeman, pastor of Pasadena Presbyterian church, now in charge of the religious work of the Y. M. C. A. in France with headquarters at Paris; Rev. Clarence Spaulding of Westminster Presbyterian church, with the Y. M. C. A. war work; Dr. Merle Smith of First Methodist church, secretary of religious work of the Y. M. C. A. with the second reserve officers' training camp at the Presidio, San Francisco; Mr. Michael Donovan, chairman of the Pasadena campaign committee of the Knights of Columbus, this committee raising large sums in Pasadena for the war work of the Knights of Columbus.

The Y. M. C. A. and Y. W. C. A. are strongly organized in Pasadena and are contributing largely to war service. The Y. M. C. A. is housed in a

handsome stone and brick building and the Y. W. C. A. in a large remodeled house, an accommodation which it has already outgrown. In addition to the religious and philanthropic work of the two societies, many classes are conducted and much other work done.

The Y. M. C. A. exceeded its allotment of \$50,000 for the national war fund of the organization, raising \$64,189.25, and the Y. W. C. A. did likewise in raising \$28,634 for its contribution to its own fund. The Y. M. C. A. recently held a membership campaign in which 743 new members were en-

rolled by the organized workers.

War workers in active service from the ranks of the two associations include Miss Hettie Anderson, formerly general secretary of the Y. W. C. A., and now doing Y. W. C. A. work among the women workers in Paris; Mr. L. A. Boadway, president of the Y. M. C. A. and chairman of the Pasadena Patriotic committee; Mrs. Frank S. Wallace, war fund committee chairman of the Y. W. C. A.; Mr. Edward Grace, secretary of the Y. M. C. A., and active in many patriotic lines, and a large number of young men, students and secre-

taries, who are in active Y. M. C. A. service at various camps.

The Pasadena chapter of the American Red Cross is one of Pasadena's proudest boasts. Organized in November, 1914, with thirteen charter members, it now numbers 17,500 members, over 7000 being enrolled in the pre-Christmas membership campaign. It is housed in the buildings formerly occupied by Throop Polytechnic Institute and occupies a dozen big rooms, including offices, reception rooms, class rooms, dietetics kitchens and class rooms, work rooms, packing, shipping, cutting, bandage making, gauze rooms, etc.

Since the organization of the chapter the following supplies have been made: Hospital garments, 78,881; knitted garments, 12,907; surgical supplies, 389,418; bandages, 354,767; magazines collected 7707. Collected for relief work, \$134,856.49.

The work of the local

chapter is done at the smallest possible expense. The salaries of the few paid workers are paid by voluntary special contributions, and the classes with paid instructors are self-sustaining. Liberal donations of money, material and time have been received from all quarters, and the invariable rule has been that when anything was wanted from a typewriter or a yard of old muslin to a telephone switchboard, an adding machine or a lawn mower, all that was necessary was to make the public request and it was forthcoming.

The chapter student course was organized by Miss Mary Wallace Weir, and offers an opportunity to young women who wish to study the administrative work of the Red Cross society. The students take a six-weeks course in the many details of the various departments, studying text books, official leaflets, etc., and doing practice work in the local rooms. Thirty-five young women have graduated from the course and there are thirteen students enrolled this winter.

On November 17 the Red Cross chapter took charge of Hotel Maryland for the day, the members of the chapter and assistants filling the various positions about the hotel from clerk to porter, and arranging many special features to garner additional dollars. The entire receipts of the day were turned over to the chapter by the Maryland management and netted the chapter over \$8000. At the time of the Belgian fair the chapter furnished motor service all day. The chapter also conducts a telephone exchange, furnishing operators trained in the student classes to fill emergency calls, their salary going to the chapter. The chapter also conducts a melting pot in which everything from gold watches to kittens has been converted into money; runs a mending bureau; helped equip the Pasadena ambulance corps; has offered many public lectures and meetings; organized and maintained a salvage department; collected and sold waste paper, and has done many things of equal interest.

On Memorial day the chapter stood



Mrs. Robt. Freeman and Children—Typical of All Who Have Bravely Given Up Loved Ones



Patriotic Activities Have Been Generally Shared — Above: 1, Pasadena Ambulance Corps No. 1 Marching to Entrain; 2, 3, Major Chas. D. Lockwood and Lieut. Fredk. K. Northrup, Who Lead in Organizing Corps; 5, Goodbyes; 4, Elks Carrying Flag; 6, School Children; 7, Red Cross Women in Liberty Loan Parade

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sponsor for the staging at Tournament park of a great pageant of the Red Cross, written for the occasion and produced under the direction of Gilmor Brown by a cast of 1500 men, women and children drawn from societies, churches, schools, etc. In spite of very threatening weather the pageant drew an audience of several thousand persons and netted \$2000 for the chapter.

The chapter also took official part in the Liberty loan parade and participated in the Tournament of Roses.

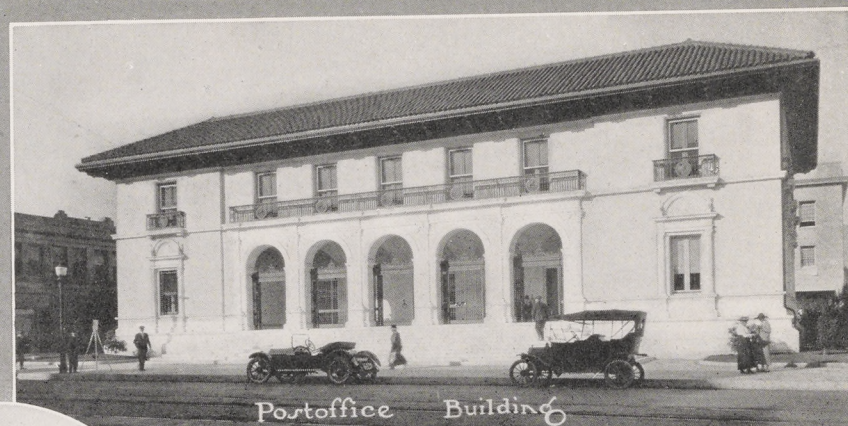
Among the activities of the chapter in addition to the usual bandage and hospital garment making are classes in all branches of Red Cross work, wireless, signaling, dietetics, motor service, chapter student work (originating with the Pasadena chapter), junior work and many other branches.

Mr. W. H. Vedder is president of the Pasadena chapter and Miss Alma Wringley has been secretary since its organization. Mr. R. R. Blacker was the first president of the chapter and is

senior member of the governing body.

The Navy league has one of its strongest branches in Pasadena. The work is organized under the presidency of Mrs. Myron Hunt and permanent headquarters are maintained in a central location. During the past few months, since May 17, when the first knitted article was received, the Pasadena knitters have made approximately 24,000 knitted articles, sweaters, mufflers, wristlets, helmets, washcloths, etc. The Kearsarge with 700 men and the Cleveland with 344 men were sent shipments large enough to give every man on board a set of knitted garments. Helmets were sent to the aviation school at San Diego. Two batteries at Camp Kearny are being equipped, and all Pasadenans at Camp Kearny are on the list for knitted garments.

All enlisted and



Postoffice Building



drafted men from Pasadena have been furnished with knitted sets if they desired them—and the request was invariably made by the men. The men of the ambulance corps were given knitted garments before leaving.

Several large shipments have been sent direct to Dr. Robert Freeman in France with the Y. M. C. A. work, and approximately 8000 knitted garments have been turned over to the Red Cross chapter to fill the quota assigned the chapter recently.

The league has organized hundreds of women into knitting squads with leaders who see to it that every woman in the squad keeps busy. There is keen competition between the various squads, as well as among the individual knitters. The league recently interested the Pasadena firemen in knitting and the men have turned out much work, done in the hours between

fire calls. Men, women and children are enlisted in the ranks of the Pasadena knitters, knitting is done in many public places, and it was recently reported to the local officials that one-fiftieth of all the knitting done in the United States was being accomplished by the Pasadena branch.

The Navy league maintains a free wool fund with which wool is bought and given out to knitters unable to buy it for themselves. Numerous entertainments help raise money for this fund, which is also swelled by donations.

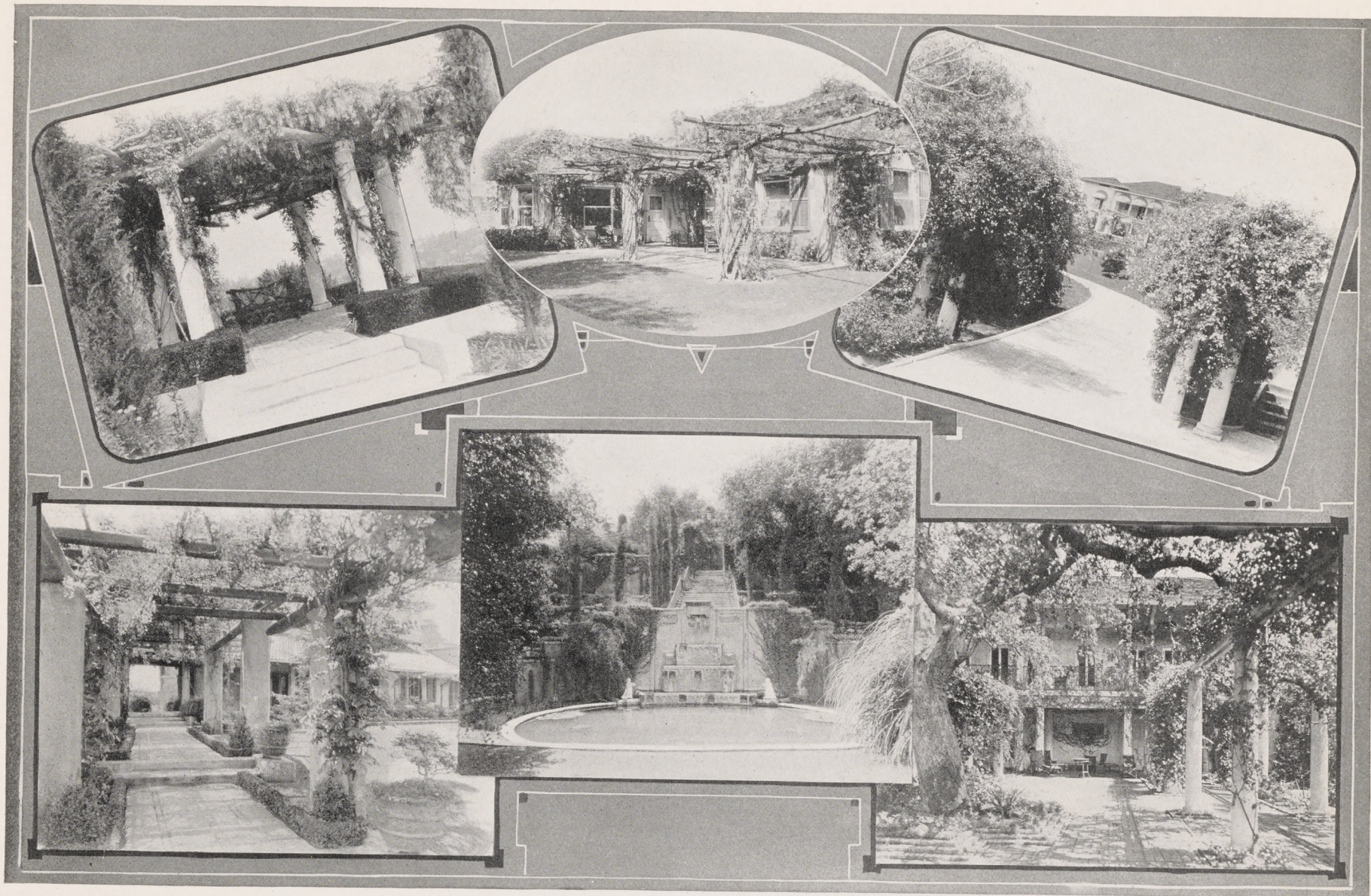
Pasadena's response to the first and second Liberty loans was ready and generous. To the first loan Pasadena subscribed \$2,320,000 with 5051 individual subscribers, and to the second \$3,393,150 with 6220 subscribers.

A Liberty loan parade was held on October 17 in which hundreds of soldiers and sailors, several thousand school children, business men and women, Red Cross workers, etc., participated.

Prominent in the work of the Liberty loan campaign were Dr. John Willis Baer, vice-chairman of the committee and also a member of the finance committee of the Red Cross society; Mr. A.



Municipal Plunge



Typical Views of Pasadena Homes and Gardens, Which, Next to Her Citizenship, Are the Greatest Pride of This Home City, Though Home Interests Are Now Often Subordinated to the Greater Claims of Country—Pasadena Mansions Have Been Offered for Hospital Use; Others Are Closed While Owners Do War Work

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS



PASADENA HALL, CENTRAL BUILDING



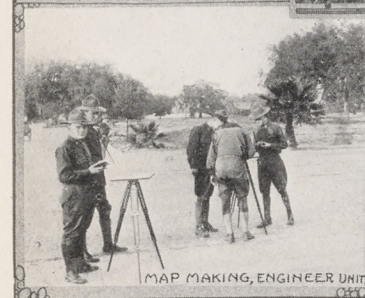
THREE FAMOUS SCIENTISTS
AT THROOP: DRS. HALE, NOYES AND MILLIKEN



MAKING A DERRICK, ENGINEER UNIT



NEW CHEMISTRY BUILDING



MAP MAKING, ENGINEER UNIT



BAYONET DRILL, R.O.T.C.

E. Edwards, a member of the executive committee of the Liberty loan and also chairman of fuel administration for Pasadena; Mr. J. B. Coulston, chairman of the Liberty loan committee and chairman of United States savings certificates; Colonel W. J. Hogan, member of the executive committee of the Liberty loan and president of the Overland club which has taken a leading part in Liberty loan subscriptions and other patriotic work; Mr. Lloyd R. Macy, chairman of the distributing committee and civilian relief chairman of the Red Cross.

The Pasadena Patriotic committee has taken a prominent part in many lines of war work, raising needed funds for equipment, etc., helping with the Liberty loan, and in general promoting patriotic enterprises in many ways. The committee had charge of the Christmas gifts sent to Pasadenans in service.

Mr. L. A. Boadway is chairman of the Patriotic committee, Mr. John McDonald, vice-chairman; Mr. J. H. Pearson, secretary-treasurer, and Mr. George P. Whittlesey one of the members who has another interesting bit of war work to his credit in the compilation of a comprehensive "Roll of Honor," giving the names and details concerning every Pasadenan in service, so far as available. Mr. Whittlesey is also chairman of the military and naval committee of the Board of Trade.

The Roll of Honor is kept publicly displayed at the Board of Trade rooms, where it has attracted much attention with its 800 names. Pasadena has contributed men to all branches of the service, and several women to Red Cross and government work. A large number of men not in military or naval service are enrolled in other government branches or in Y. M. C. A. or similar war work. In several churches the honor roll is displayed and service flags are very generally shown.

Pasadena women have rallied strongly to the support of the Women's Defense committee which has undertaken a number of important enterprises, such as the circulation of the Hoover food pledges, a house-to-house canvass for the Red Cross membership campaign, and other similar interests. Mrs. Louis Best is chairman of the committee.

The Pasadena Library has done its share and more in the promotion of the national war library fund of which Miss Nellie Russ, librarian, has been local chairman. The library has also made a specialty of war books, technical manuals, etc., and has sent books to nearby army camps.

Foreign relief organizations have been active. The Friends of the Allies have by entertainments, collections, etc., raised a considerable sum for war relief work. Mrs. J. S. Macdonnell is a member of the executive committee of this organization, as well as being chairman of the Pasadena Permanent Blind Relief War fund and member of the civilian relief committee of the Red Cross.

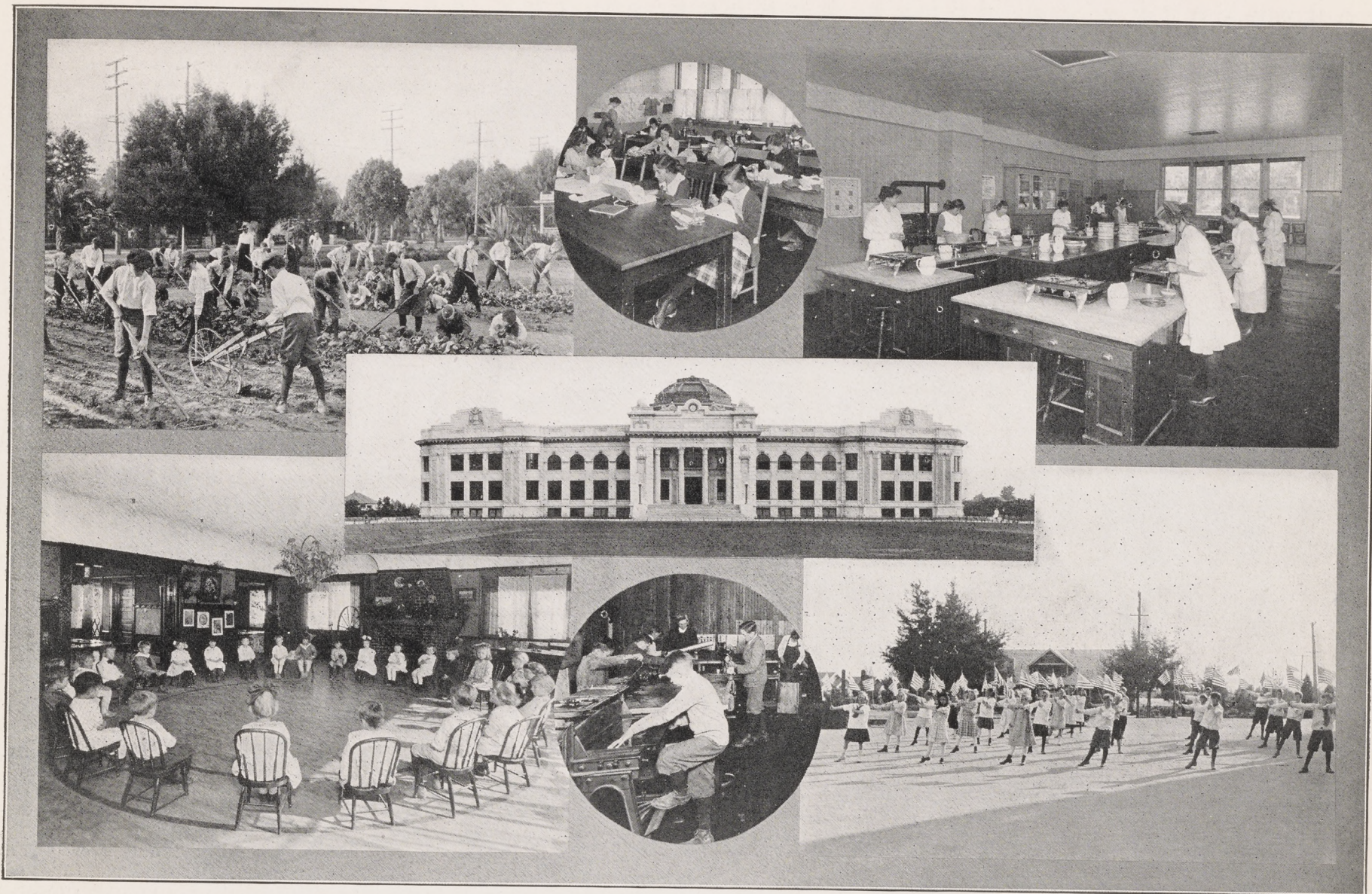
The suffering in Belgium and northern France has been the special care of a local committee of which Mrs. Katherine C. Watson is chairman, and large sums have been raised for this work. A huge outdoor market was held in Central park in November.

French civilian relief has also been undertaken by a committee headed by Mrs. James B. Seager, and the needs of the Armenians and Syrians have been the moving force behind the excellent work of a committee composed largely



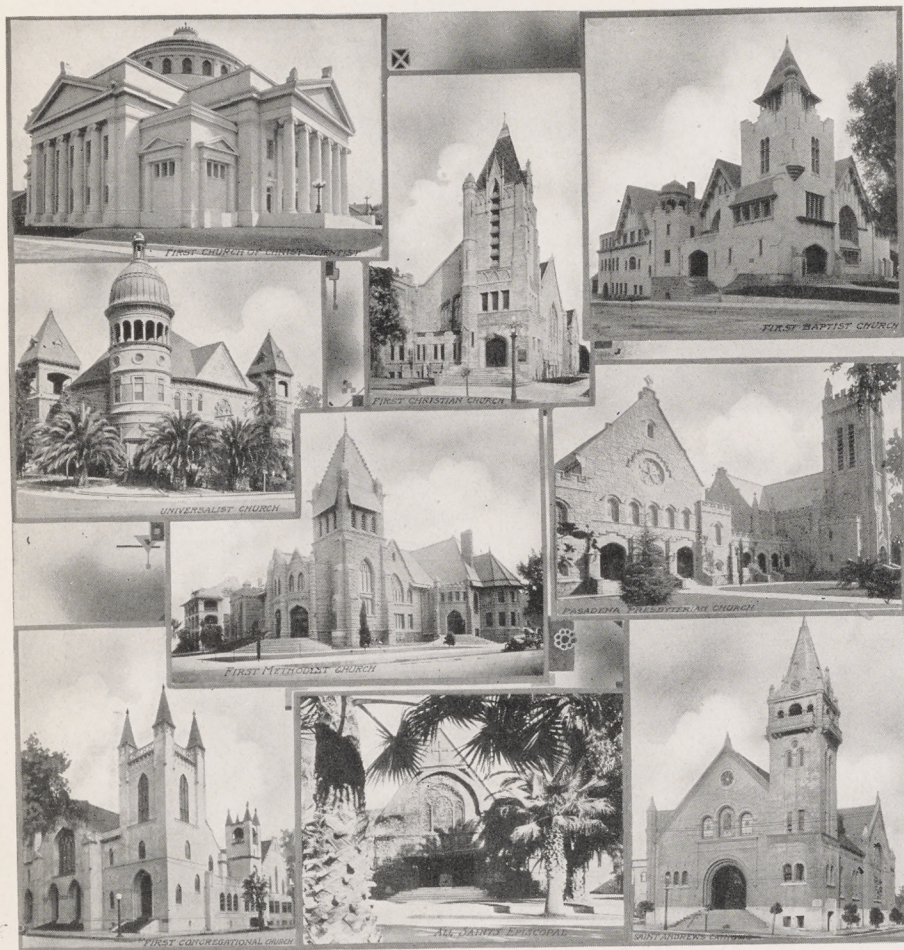
Pasadena Army and Navy Academy. (Lower School of the San Diego Army and Navy Academy). A Select School for Young Boys. The Most Elegantly Equipped School for Boys on the Pacific Coast

Group of Interesting Views Taken at Throop College of Technology, Pasadena



Pasadena's Schools Are Teaching the Patriotism Both of Love for Country and Flag and of Industrial Efficiency—Teachers and Pupils Hold Themselves in Readiness for Mobilization Where Needed—Above: Gardening, Sewing and Cooking Classes, Main High School Building, Kindergartners, a Tin Shop, Flag Drill

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS



Pasadena's churches, whether the great congregation housed in its own beautiful building, or the small but enthusiastic body of worshippers meeting in a hall or lodge rooms, are her just pride. Service for the nation has found many of its strongest supporters among the church people, and the note of loyalty and patriotism has been predominant in the services and activities of the congregations during the year. Steadfast in spirituality and the maintenance of the highest standards of religious life, the churches likewise find time and means to aid in many civic and philanthropic enterprises, and do their full share toward the upbuilding of the city.

of Armenians resident in Pasadena. Mr. Leon V. Shaw is treasurer of this fund.

A considerable sum was raised for work in Italy by local people interested in this country.

Pasadena sent her share of young men to the national army, and it is noteworthy that not a single arrest for evading the draft was made in Pasadena. The exemption boards for the two Pasadena districts were headed by Mr. Edwin H. Hahn and Mr. Frank May, with capable assistants.

The Pasadena Ambulance Corps, which boasts the proud distinction of adding No. 1 to its title, indicating first organization in the country, is made up principally of Pasadena young men, organized by Major Charles D. Lockwood, who recently sought transference from the ambulance service to another unit which had the prospect of immediate service in France. The Pasadenans are now at Allentown awaiting service abroad. The splendid training and the fine character of the young men in the ranks of the corps have won them the highest commendation everywhere they have gone.

Pasadena is likewise doing her share in war camp recreation, largely by contributing Mr. D. M. Linnard as Pacific coast chairman of the War Camp Community Recreation Fund. The Drama league center and several societies and individuals also gave programs at Camp Arcadia when that nearby camp was occupied.

Among other Pasadenans who have taken and are taking an active part in war service are Colonel Charles F. Hutchins, commanding the 160th infantry, formerly the Seventh Regiment, N. G. C.; Mr. Fred Elmer Wilcox, president of the Pasadena Board of Trade and member of the advisory purchasing committee for the quartermaster's department, U. S. A., for Southern California; Mr. John B. Miller, member of the war council of the American Red Cross and manager of the western department; Mr. Tod Ford, Jr., formerly an aviator, and now one of the "dollar men" of the National Council of De-

fense at Washington; Mr. John S. Cravens and Mr. Arthur Fleming, also "dollar men" at Washington; Capt. George S. Patton on General Pershing's staff; J. C. Sloane, prominent Red Cross worker.

Pasadena women have recently opened a club for soldiers and sailors at San Pedro which has been most successful.

Mrs. Maynard F. Thayer has been prominent in D. A. R. activities, especially in organizing naturalization classes for foreigners. Mrs. Clara B. Burdette holds office under the State Council of Defense.

In all this eagerness for war service, Pasadena has not forgotten the cultural side. The schools and clubs were never stronger nor better attended; the circulation of the library is constantly growing; concerts, lectures, etc., are well patronized.

This year has seen the organization of the Community Playhouse, a co-operative organization of all cultural interests with the ultimate aim of erecting a suitable building for its work, which has already done definite work in the season now in progress of the Community Players, the excellent work of the Children's Educational Theater society, the programs planned and given by the musicians and readers, etc. On Christmas night a community carol singing was held about an illuminated tree in Library park attended by 3000 persons.

Pasadena also has a large and enterprising center of the Drama League of America, numerous clubs for men and women, study circles, etc. The Pasadena Music and Art association every year arranges a course of concerts.

POTTS' BUSINESS COLLEGE

Located in excellent quarters at 37 East Union street, is an institution in keeping with the city's high standards. It is thoroughly well equipped, with every facility, and is conducted by a corps of able instructors, at the head of which is M. G. Potts, the president and manager. Inquiries gladly answered.



Esteeming Free Public Schools the Hope of Democracy and Their Duty the Instruction of the Young in Its Ideals of Freedom, Individual Responsibility and National Honor, Pasadena Endeavors to Make Its Full Contribution to Education—Above: Longfellow School and Pupils, One of Twenty Grammar Schools



Pasadena's Business Side



THAT business is a no inconsiderable factor in Pasadena—Home City though it be—is shown by bank clearings for the year of \$58,125,332.60. Building permits for the same period, notwithstanding concentration on the business of war, aggregated \$1,378,845. Deposits in Pasadena's seven banks and three savings and trust companies affiliated therewith, aggregated \$18,426,017.60 on November 20, the date of the last call for statements to the comptroller of the currency. The city's business and financial position is both important, relative to its size, and is exceptionally sound. Its business streets are full of the life and stir of healthy trade and the going and coming of a particularly cosmopolitan people, including visitors from pretty nearly every part of the world.

Business in Pasadena has been shaped by the distinctive character of the city; by the presence of the four great

hotels and many lesser ones that entertain thousands of winter guests; by its wealth, and taste, and art, all demanding a high standard in the stores and shops and other business places that supply the people's needs.

The attention given to home building and equipment has caused specialization in lines pertaining thereto. The ranks of Pasadena's architects, engineers, builders, house furnishers, decorators and various craftsmen claim men of more than local note. Their work is found not only in the many palatial residences and equally attractive bungalow homes in Pasadena, but in other cities, near and far, and is commended and admired by those who from familiarity with the best that has



Two Business Streets

been produced, are qualified to judge. As indicating the constant and rapid additions to the homes of this immediate section it may be mentioned that Los Angeles county is credited in New York city with buying more goods for house furnishing and decoration than all the rest of Califor-



Interior of a Pasadena Living Room



*Entrance Hall,
Annandale Golf Club*

*Furnished by
LEROY D. ELY
Interior
Decorations,
Fine Arts*

*Two Examples of I. Magnin & Co.'s Showing of
Season's Styles*

*New
Bustle Back
Dancing
Trock*



*Golf
Costume*



*Makers, Importers and Retailers
of Ladies, Children's and Infants' Wear*

*Pasadena:
Hotel Maryland
San Francisco*

TOURNAMENT OF ROSES NUMBER OF THE PASADENA STAR-NEWS

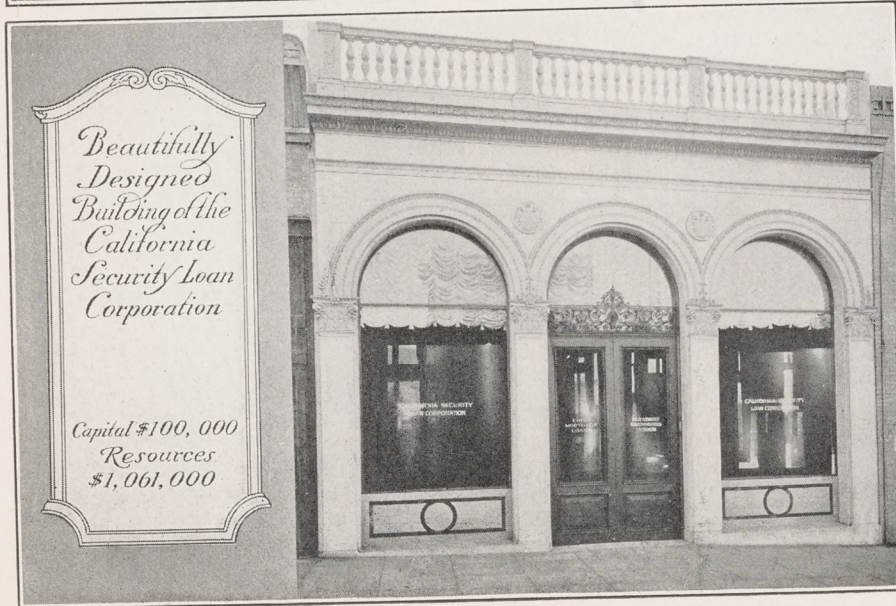


nia and the other Pacific Coast states.

In no other respect has there been a greater development or advance in Pasadena in recent years than in respect to its stores, which are generally conceded to be unequalled anywhere else in a city of its size, and which in truth as to many of them would do credit to a large city. It is said that in several lines Pasadena can justly claim the most notable stores west of Denver, or even Chicago. The tendency, in response to the demand for excellence, alike in superiority of goods and attractiveness of displays, is toward constant improvement in stocks, equipment and service. Two of the largest stores have during the year moved into buildings erected for their special use according to their own plans. More and more the stores are being organized on lines of the best models the large cities can furnish, and while not competing in size, are no whit behind them in other respects. The result is that Pasadena stores are

more and more attracting the trade of their own city and immediate territory, and are at the same time drawing the custom of discriminating buyers from a distance. Not only are the stores of Pasadena notable in the respects indicated, but also for the attention given to pleasing and artistic arrangement of stocks, attractive window displays, modern and appropriate store fronts, and neatness, order and system in every department.

A very exclusive trade of distinctive character is created in Pasadena because of its situation as headquarters for so much of California's winter travel. Here are to be found dealers with lines of goods the like of which can be found in few other cities in this country—some, in fact, nowhere else. In the future, as business and trade resume their normal course, a further development of hand-work and fine manufactures may be looked for, inasmuch as the city offers many advantages both for production and disposal of



wares. Not only art collectors and dealers, but makers of fine glass and china, silverware, laces, lacquer and wicker work, pottery, hand-woven rugs, etc., will more and more find Pasadena an attractive field for their industries.

Work which is, of course, limited, but which is so notable as to deserve a special word, is that done at the Mt. Wilson observatory workshops in the grinding of the great lenses—the largest in the world—installed from time to time at the solar observatory, and the designing of equipment for the big telescopes.

A recent addition to the city's industries so quietly brought about that its possibilities are hardly realized, is the plant for refining the metals tungsten and molybdenum from the concentrates shipped here from mines in California and Arizona, used in the manufacture of the highest grade steel designed for certain special uses, and for which there are no substitutes. This plant, with its laboratory and important and highly



Shops Have Artistic Setting

skilled scientific work, though one of the most interesting in the city, is hardly known even here, but is a commercial success. Mr. Willis Ritchie is mechanical superintendent and Mr. William R. Flint chemist in charge, among those financially and industrially interested being Mr. William R. Timkin and Mr. A. L. Garford, of auto-

mobile and truck fame.

Another industry recently established is the Vitalait Laboratory for the manufacture of the Bulgarian bacillus, a food corrective of established medical reputation that is becoming generally known. The laboratory is located on West Colorado street in its own elegantly designed building and is another place of great interest that is well deserving of a visit.

While Pasadena is a residential rather than an industrial city, and will always preserve the characteristics and restrictions that have made it such, it has already a number of industries entirely in keeping with its ideals, and is giving attention to increasing their number. With cheap electrical power and the skill which has been attained in making manufacturing and business buildings conform to prevailing types of architecture and thus present pleasing and even highly attractive exteriors, there is no reason why this line of development should not be heartily encouraged.

The subject is one which is receiving a good deal of public consideration and ef-



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Hotel Maryland
Pergola Shops

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264-268 E. Colorado St.



View
of
Apparel
Salons

Furniture

Fabrics

Floor Covering

Decorations

Women's Apparel

Millinery

Dry Goods

Art Importations



A Suggestion from
Interior Decorating
and
Furnishing Sections



*A Lieber
Ermine Coat*

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Manufacturing
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Present exclusive individualized
designs in latest modes.

167 Post St. and 144 Grant St.
SAN FRANCISCO
Hotel Maryland Pergola
PASADENA



*Exclusive Fur Shop,
Maryland Hotel,
Pasadena*

forts to duplicate in new directions the successes already attained, and thus enlarge the opportunities for home employment, are assured of being well received.

No reference to the business side of Pasadena would be complete without recognition being accorded of the high character of Pasadena's business men. No one can become acquainted with them as a class without being impressed by their probity, broadmindedness and public spirit, and especially by the kindness, courtesy and good will so common among them. While there is a healthy business rivalry and the emulation which makes for progress, narrow jealousies have small place and are promptly frowned down on the rare occasions when they appear.

Because of these happy conditions the business men of Pasadena are able to work together for the good of the city in all public enterprises and undertakings. This they do, with rare unanimity and therefore with a large degree of success. This positive force of mutual understanding and general co-operation is fostered both by an association of merchants which meets regularly to consider their common problems, and also by a wide-awake, aggressive Board of Trade, to which most of the business men of the city belong, as well as many others not actively in business. The latter body maintains pleasant public rooms at 34 South Raymond avenue, where visitors to the city are always welcomed, and where inquiries as to business conditions or opportunities may be addressed.

Officers of the Board of Trade are Mr. F. E. Wilcox, president; Mr. S.

Hazard Halsted, vice-president, and Mr. J. H. Pearman, secretary, the directors in addition to the president and secretary being Mr. H. G. Chaffee, Mr. D. W. Herlihy, Mr. L. L. Test, Mr. J. J. Mitchell, Mr. F. G. Cruickshank, Mr. Arthur Noble and Mr. L. A. Boadway.

Officers of the Merchants' association are Mr. E. Perkins, president; Mr. A. L. Hadley, vice-president; Mr. John T. Sumner, secretary; directors, the president, vice-president, and Mr. A. D. Wood, Mr. W. W. Christie, Mr. F. T. Emmons and Mr. W. T. Hall. Communications addressed to either the president or secretary will be promptly answered and any desired information given.

It is not strange that the business men of Pasadena whose work is here in this favored city that offers so many advantages in addition to those of perfection of climate and beauty of scene, both winter and summer, should count themselves fortunate indeed, nor that thus happily situated they should be able to work without the stress that often pertains to business, and to enjoy both the periods of labor and recreation. Here the great outdoors calls incessantly; both mountains and ocean are easily accessible; miles of perfect



E. F. Everard & Son
JEWELERS
SILVERSMITHS
OPTICIANS
EXPERT SWISS WATCHMAKERS



boulevards stretch away in every direction to entrancing scenes; business as a rule is made a means and not an end in itself; and work and play, well balanced, have equal zest and each is its

war background and it has worked alongside the various organizations that have been called upon to perform new and unusual duties in behalf of the great common cause.

own abundant reward.

The Pasadena Board of Trade is far more than a strictly commercial organization, inasmuch as it works for the general welfare of the city, entertains distinguished visitors, supervises city publicity, arranges for Pasadena exhibits at important expositions, and manages frequent public meetings and luncheons at which notable speakers are heard on live topics. Like other bodies, most of its activities have this year had a



THE VITALAIT LABORATORY OF CALIFORNIA

This laboratory has been built for the service of Pasadena and the whole of Southern California. It is devoted to the production and distribution of cultures used to prepare a special Bulgarian fermented milk known as Vitalait. These cultures contain a fresh and vigorous strain of the true bacillus Bulgaricus grown in this laboratory under the most perfect scientific conditions. The use of the milk prepared from these cultures has been proven to be of great value in reducing the activity of the putrefactive microbes which exist in countless millions in our intestines.



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FAMOUS CALIFORNIA HOTELS

HOTEL MARYLAND
HOTEL GREEN

HOTEL HUNTINGTON
Pasadena



HOTEL MARYLAND AND BUNGALOWS, OPEN ALL YEAR



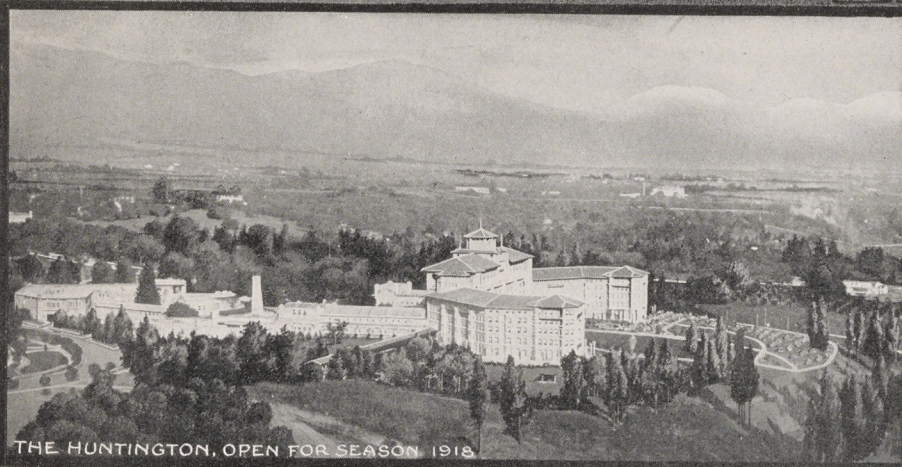
THE GREEN, OPEN FOR SEASON 1918



VISTA OF BUNGALOWLAND, FROM MARYLAND LOUNGE

HOTEL FAIRMONT
San Francisco

Directed
by **D. M. Linnard**

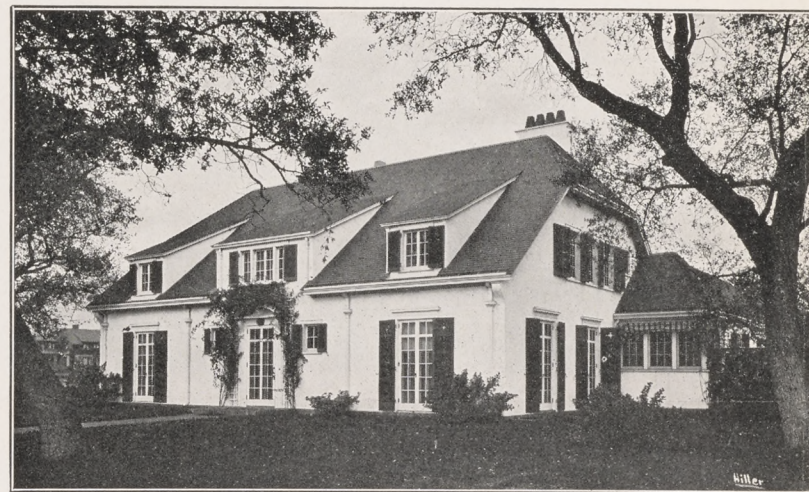


THE HUNTINGTON, OPEN FOR SEASON 1918



HOTEL FAIRMONT, OPEN ALL YEAR

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LOS ANGELES
Citizens Bank Bldg.



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MADE PASADENA FAMOUS

HOTEL RAYMOND

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PEOPLE WHO WANT THE BEST

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 All Steam Heated R. D. DAVIS, Owner
 SOUTH LOS ROBLES AVENUE PASADENA, CALIFORNIA

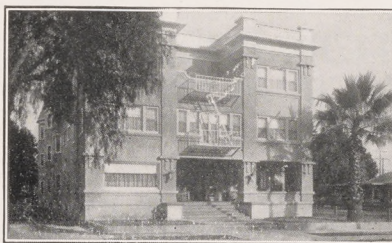
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See the Strange Birds and the
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 SOUTH PASADENA

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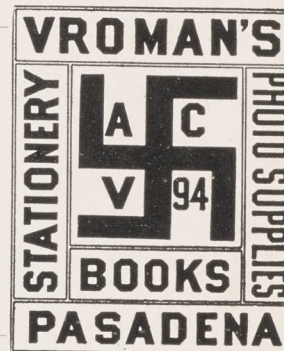
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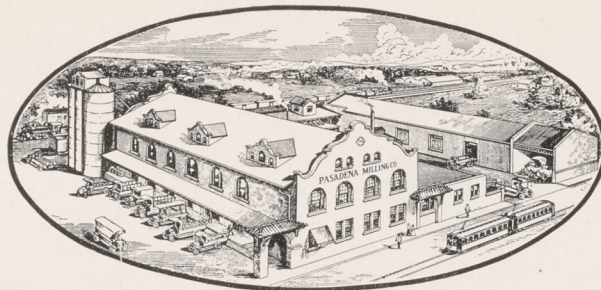
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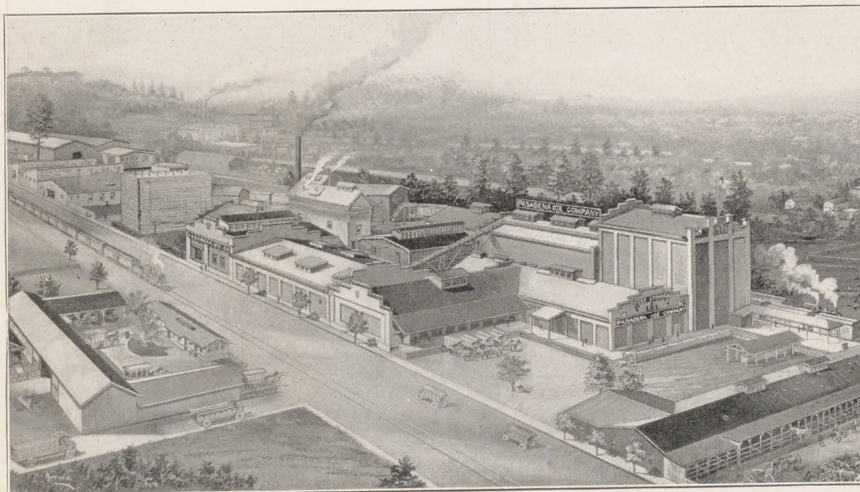
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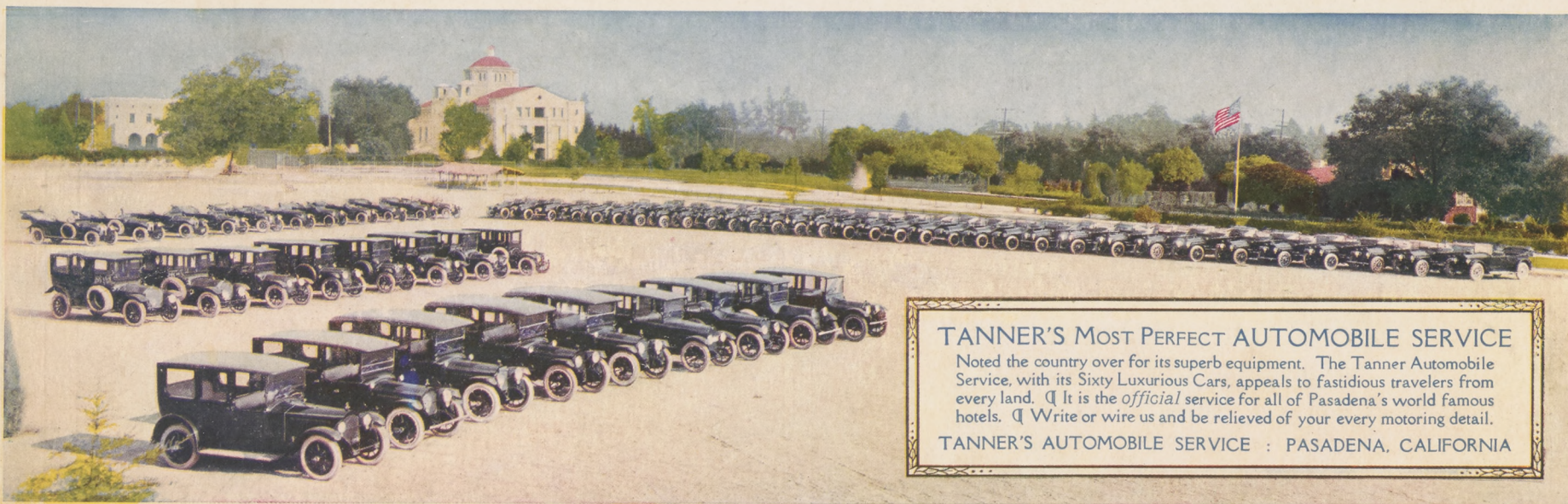
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68 NORTH RAYMOND AVENUE



RANGE GROVE Avenue, shown in the accompanying view, like all the streets of Pasadena, is municipally lighted. The light and power plant, owned and operated by the city, not only makes possible a splendid system of street lighting, but earns for the people a surplus of thousands of dollars every year. This record has been made over a period of ten years, while the city plant has given a lighting rate of 5 cents per k.w.h., scaling down to 3 cents, and a rate for power starting at 4 cents per k.w.h. and scaling down to 1.2 cents. Pasadena's lighting plant is known the country over as a successful example of a large municipally owned utility.



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From a Photograph Taken at Tournament Park (Throop College in Background) Showing Sixty-Two Motor Cars Owned and Operated by Tanner's Auto Service.